



## JOB DESCRIPTION

**POSITION:** Marketing Coordinator  
**DEPARTMENT:** Marketing  
**DIRECT REPORTS:** None  
**LOCATION:** Brixton  
**DATE UPDATED:** September 2018

Our goal at Intrepid Group is to give every customer who travels with us the Best Travel Experience Ever, whether they book with us directly or through one of our agent partners. Our EMEA Marketing team is responsible for inspiring people to want to travel with our much-loved brands, and educating them about the industry-leading purpose-led initiatives that we've launched and continue to support all over the world. In this broad role you will support our digital, UK and European marketing teams as well as our PR team, supporting them and ensuring that our direct and industry initiatives continue to be successful.

### POSITION PURPOSE:

- Working with our UK and Europe marketing teams to support partnership and campaign execution
- Collaborate with our industry marketing teams to support our agent partners with collateral for them
- Administration tasks such as invoicing and POs
- Support the PR team by fulfilling media requests, and assisting with media or consumer events
- Analysis of booking patterns and campaign performance
- Communicating marketing activity with sales teams and wider business

### QUALIFICATIONS AND EXPERIENCE:

- 1+ years' marketing experience
- Excellent communication skills to inspire industry partners, staff and to represent the brands
- Knowledge of the EMEA travel market and broad personal travel experience
- Clear alignment to Intrepid Group values and culture

### OTHER SKILLS AND ATTRIBUTES:

- 'Can do' pragmatic attitude with a strong personal drive to achieve
- An understanding of agile marketing, ensure the team identify and focus their collective efforts on high value projects and then continuously and incrementally improve the results overtime.
- An understanding of and belief in Intrepid Groups core values
- Excellent communication skills to inspire stakeholders and represent the brand
- Strong organisational skills to deliver multiple projects to deadline and budget and work under pressure
- Ability to work independently and in a team

### IMPORTANT NOTES:

- This is a rewarding job with a very dynamic company.
- Working in marketing can be demanding at times and requires dedication and close attention to detail.
- At busy times you may be asked to work additional hours to help clear work (especially when the deadlines for major projects are approaching).
- Flexible approach: Be prepared to support ad-hoc marketing projects as requested by the wider marketing team
- Company goals: Be prepared to get involved in other ad-hoc marketing team tasks as they arise relating to the marketing and wider company goals.

All outcomes are measured by Key Performance Indicators (KPIs) determined each year.

Annual Operational Accountabilities	Benchmark Measure
Growth in EMEA sales	Annual £ Revenue
Strategic Brand Positioning	<ul style="list-style-type: none"> <li>• Coordinate the annual marketing strategy and plans with the Intrepid Group's marketing team</li> <li>• Ensure internal sales teams are fully briefed and connected with all campaigns and live promotions</li> <li>• Contribute and support B2B and B2C marketing activities where necessary to help achieve objectives</li> <li>• Coordinate the delivery of campaign and artwork requirements including point of sale and any digital collateral.</li> <li>• Coordinate the planning of direct events and ensure we deliver on the follow up</li> <li>• Act on own initiative to monitor, evaluate and report on competitors' marketing activity.</li> </ul>
Publications	<ul style="list-style-type: none"> <li>• Written copy to be descriptive, inspirational and enticing yet accurate and a reflection of reality. The very highest standards of grammar, spelling and accuracy are required</li> <li>• Reproduction standards for published work (pictures, graphic, maps and text) to be maintained to existing high standards or improved upon. This will involve copy-editing, writing and close checking of material before printing or digital publishing.</li> </ul>
Administration	<ul style="list-style-type: none"> <li>• Support the PR team by booking press trips, fulfilling media requests for sample packages and photographs, assisting with media or consumer events, and assisting with coverage reports</li> <li>• Responsible for invoices and POs</li> <li>• Run booking reports and data entry into reports</li> <li>•</li> </ul>
Campaign Management	<ul style="list-style-type: none"> <li>• Coordinate requirements for the marketing campaign calendar</li> <li>• Support partnerships with administrative requirements and activities, such as promo codes, FOC requests</li> <li>• Work with B2B marketing executives to deliver flight package costings for industry partners</li> <li>• Analyse campaign ROI, providing clear, accurate and timely analysis and recommendations</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>• Proactively analyse and report on all direct and partnership marketing activities and initiatives, including weekly updates for department meetings and full monthly activity reports</li> </ul>

	<ul style="list-style-type: none"><li>• Statistical information to be 100% accurate and presented in a digestible form (with conclusions and action plans).</li></ul>
Customer Obsessed	<ul style="list-style-type: none"><li>• Put the customer first in all marketing initiatives</li></ul>
Culture	<ul style="list-style-type: none"><li>• Act as a role model and leader of the company values</li></ul>