



JOB DESCRIPTION

POSITION: B2C Marketing Executive (Europe)
DEPARTMENT: Marketing
REPORTING TO: GM Europe Marketing
DIRECT REPORTS: None
LOCATION: Brixton, London
DATE UPDATED: October 2018

POSITION PURPOSE:

Our goal at Intrepid Travel is to give every customer who travels with us the Best Travel Experience Ever. This role has a primary focus of building our direct business within Europe and is responsible for ensuring this vital segment of our business is supported and continues to grow. You will support our General Manager for European Marketing in ensuring that our business-to-consumer initiatives continue to be successful and coordinate the day-to-day marketing of our Intrepid Group brands to our customers.

POSITION PURPOSE:

- The B2C Marketing Executive (Europe) is responsible for the day to day implementation of the Intrepid Group's direct marketing strategy for Europe
- Manage a campaign calendar of activity to engage prospects and customers with the Intrepid Group brands
- Ensure all activity is within budget, drives sales and brings a strong ROI
- Deliver effective communications across their Intrepid Group brands to maximise lead generation and sales growth in all markets
- Working as part of the wider Marketing team the B2C Marketing Executive (Europe) will be required to be involved with general marketing activities on an ad hoc basis, including attending travel shows and events
- Develop and manage influencer and blogger relationships

QUALIFICATIONS AND EXPERIENCE:

- 2+ years travel industry / consumer marketing experience ideal
- Knowledge of the Europe travel market and broad personal travel experience preferred
- Excellent communication and relationship skills
- Proven track record in delivering marketing campaigns that drive sales growth
- Experience of integrating effective offline and online communication strategies
- Excellent copy-writing skills

SKILLS AND ATTRIBUTES:

- 'Can do' pragmatic attitude with a strong personal drive to achieve
- An understanding of and belief in the Intrepid Group core values
- Excellent communication skills to inspire industry partners, staff and to represent the brands
- Strong organisational skills to deliver multiple projects to deadline and budget and work under pressure
- Ability to work independently and in a team
- Native German speaker preferred but not essential

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 General Manager for European Marketing

- 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.

Operational Accountabilities

- Measure Growth in EMEA direct sales
- Annual £ Revenue and Passenger Growth.

Profitability

- Responsible for contributing towards annual marketing plans, with close monitoring and control of budgets throughout year
- % marketing spend and discounts

Direct Marketing

- Deliver the annual marketing plans
- Ensure sales teams are fully briefed and connected with all campaigns and live promotions.
- Responsible for the concept, organization and delivery of Consumer travel shows
- Coordinate the planning of consumer events and ensure we deliver on the follow up
- Act on own initiative to monitor, evaluate and report on competitors' industry marketing activity
- Support email marketing team with European B2C content

Publications

- 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
- 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
- The B2C Marketing Executive is responsible for delivering the Europe brochures, in partnership with the General Manager for European Marketing and the Marketing Director, EMEA

Strategic Brand Positioning

- The role is responsibility to ensure that their brands are appropriately positioned internally, externally and in all direct communications
- Ensuring that the Intrepid Group brands are appropriately positioned in all external communications

Campaign Management

- Deliver the Europe campaign calendar in all direct marketing channels
- Analyse campaign ROI, providing clear, accurate and timely analysis and recommendations

Reporting

- Proactively analyse and report on all directmarketing activities and initiatives, including weekly updates for department meetings and full monthly activity reports.

Customer Obsessed

- Put the customer first in all consumer marketing initiatives
- Review and improve the 'customer journey' for the different Intrepid Group brands

Culture

- Act as a role model for the company values
- Build a culture in the team