

Galloway European Coachlines Ltd
Denters Hill, Mendlesham, IP14 5RR

JOB DESCRIPTION

JOB TITLE:	Marketing Coordinator	LOCATION:	Mendlesham
REPORTS TO:	Marketing Manager	HOURS:	37.5 hours a week

JOB PURPOSE

To improve sales and overall company profile through both online and off line marketing activity, social media and digital channels. To support the Marketing Manager in implementing the marketing plan within an agreed budget.

MAIN ROLES & RESPONSIBILITIES:

Newspaper and magazine advertising

- Manage the creation and content of all weekly and monthly advertising within an agreed schedule

Social Media

- Manage Facebook and Twitter content with Marketing Manager and product managers
- Manage YouTube footage on websites
- Help to implement the group's Social Media Strategic Marketing Plan
- Monitor new developments within the industry and make appropriate recommendations for future social media activity
- Work with all departments to improve the use and effectiveness of social media
- Monitor and report results

Web content

- Work with all departments to improve web content and (where appropriate) web bookings
- Manage the home page links on www.travel-galloway.com and gallowayschools.com Work with the Marketing Manager to implement any new web initiatives, including proof reading, copy writing and adding any new content or images as necessary
- Monitor Distinctive and Tourplan 'release notes' to ensure both systems are up to date
- Work with the Marketing Manager and relevant product managers to implement any digital plans as part of the Strategic Marketing Plan
- Monitor web activity using Google Analytics and make recommendations as appropriate
- Manage all SEO activity.

Email newsletters

- Suggest and write content for weekly customer, termly schools e-newsletters and regular coach hire e-newsletter in conjunction with the product manager
- Monitor and report results and make recommendations as necessary

Galloway European Coachlines Ltd
Denters Hill, Mendlesham, IP14 5RR

PPC activity

- Work with Marketing Manager and product managers to implement the PPC marketing plan within budget
- Identify tactical opportunities and implement as appropriate
- Monitor and report results and make recommendations as necessary

Instore

- Manage content for any TV advertising undertaken in the windows
- Manage new poster requirements

Bus

- Keep all bus online content up-to-date
- Manage all on bus posters

Other

- Support Marketing Manager as required.

Review of Job Description

This Job Description will be reviewed from time to time and changes agreed with the incumbent. With new roles in particular, it is possible that job descriptions may be subject to more frequent review and change as the needs of the business and requirements of the role are defined.

OTHER RESPONSIBILITIES

Health and Safety

Take due care at work and contribute to the ongoing implementation of policies and procedures to maintain the health, safety and welfare of self, colleagues and customers. Ensure that accidents and/or unsafe or hazardous conditions are reported to management in line with policy.

Equality & Diversity

Undertake all aspects of employment and service provision with due regard to Equal Opportunities and diversity and associated organisation policy and practice. Demonstrate a commitment to openness and equality of opportunity and ensure that all individuals are treated with dignity and respect.

Behaviour

To work and behave in a manner that is consistent with the company's expected ways of working (Employee Handbook). To undertake all duties in accordance with the company's policy and practice, to maintain compliance with relevant statutory responsibilities and applicable legislation.

Team Working & Support

Act as an effective team member providing assistance to team members or other teams, as requested, to support the delivery of team and company objectives. Maintain links with other teams, groups and customers/clients as necessary to the role, sharing information where necessary.

Galloway European Coachlines Ltd
Denters Hill, Mendlesham, IP14 5RR

Learning & Development

To take responsibility for identifying and agreeing personal learning and development needs with your manager, participating in activities relevant to the job or personal development. Work in line with the company policy and procedure.

Galloway Vision & Values

Undertake other duties as appropriate to the post, to support and contribute to the delivery of the company's vision & values.

Safeguarding Children & Vulnerable Adults

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We take this responsibility seriously and expect all staff and volunteers to share this commitment.

PERSON SPECIFICATION

	Assessment Method
EXPERIENCE	
Experience of managing marketing activity to at least Marketing Assistant level	AF BI
Experience of working in an office environment	AF BI
Experience of implementing social media campaigns	AF BI
Experience of managing web content	AF BI
Willingness to gain experience in wider marketing campaigns	BI
KNOWLEDGE	
Knowledge of social media and its uses in a business environment	BI WS
Knowledge of marketing techniques	BI WS
Willingness to gain knowledge of the Bus and Coach industry as well as travel industry	BI
SKILLS & COMPETENCIES	
Good English skills	AF BI
Technical and digital abilities	BI
Creative	BI
Positive flexible approach to work	BI RF
Reliable	BI RF
Willingness to learn	BI
Punctual	BI RF
EDUCATION	
Good basic level of education	AF

Assessment Key:

AF – Application Form

WS – Work Sample

BI – Interview

AT - Ability Test

RF – References

PT – Psychometric Assessment

Date created: January 2018

Version: 1