

Job Advertisement & Job Description

Job Title: Marketing Campaign Manager
Reports to: Marketing Manager
Location: Cambourne Head Office, (with option to work from home two days per week, after initial training)
Salary: Competitive, Depending on Experience

Are you passionate about developing innovative marketing strategies that drive results?
Do you thrive in a fast-paced environment and are proactive and determined to succeed?

Hybrid Working – we recognise that work life-balance is a high priority. Our hybrid working allows you to split your time working from head office and home, which strikes a great balance. After initial training we offer our head office teams to work from home 2 days per week.

Do you thrive on being challenged and creating content across a range of platforms? Join our creative and skilled sales and marketing team where you can flex your broad marketing knowledge and skills.

Feel part of an established family run company that cares about their staff - Over 50% of our staff have been with Premier for over 10 years, which speaks volumes about our company ethos and experience in selling holidays. Once you join us you will not want to leave!

What's in it for you?

We are a friendly bunch, we listen to our staff, treat everyone fairly, celebrate long service and loyalty, are flexible, fun, and sociable to create the best environment we can for our employees to flourish. We offer:

- Hybrid working enabling flexibility and convenience with 2 days working from home
- 33 Days Holiday Inclusive of Bank Holidays
- Company laptop and mobile
- Enhanced Pension Contribution
- Regular social events: Summer Party, Christmas Party, Quiz nights and brochure launches
- Great discounts on your own holidays (plus generous friends and family discounts)
- An invitation to become part of the Premier family and experience a supportive company culture that fosters teamwork and cross-department collaboration
- Being treated as a person, not a number! We value all our employees and strive to create an inclusive and welcoming work environment
- Long service awards and events
- Free on-site parking

About the role

An exciting new role is being created to implement all marketing campaigns to support the Marketing Manager and the Partnership Marketing Manager in this very busy area. This role involves being responsible for overseeing the social media and email marketing plus implementing and coordinating all marketing campaigns for Premier Holidays Trade facing brand and Premier Travel agencies.

A bit about Premier

Premier Travel Group (made up of Premier Holidays and Premier Travel Agency) is an independently owned, family-run travel company that has proudly been operating locally for over 85 years. Over half of the team of 220 (evenly split across the two companies) have been with the company for more than 10 years, which says a lot about our company ethos and vast experience in providing and selling holidays.

Premier Holidays is a highly regarded tour operator in the travel industry, offering Travel Agents and direct customers their expertise and knowledge in tailor-making dream holiday experiences from a wide range of holiday destinations ranging from the Channel Islands to the Far East, Sri Lanka, Middle East, Southern Africa, Indian Ocean, USA, Canada, Australia, and New Zealand. The head office and main inbound call centre is based just outside of Cambridge where all training and office visits take place.

Premier Travel Limited is the East of England's leading independent, award-winning travel agency with 27 branches across the East and Southeast of England, twelve of which are in the Cambridgeshire area. Our Travel Consultants pride themselves on their excellent travel knowledge, high levels of customer service and the personal touch that keeps our many loyal customers coming back time and time again.

Our goal is to deliver exceptional holidays that our teams are proud of. We care about our customers' holidays as though they were our own; we recognise it's our business but their dream.

The main areas of responsibility for this role include:

- Implementing all Marketing campaigns across Premier Holidays (PH) & Premier Travel Agency (PTA)
- Attending applicable marketing meetings for PH and PTA to ensure implementation on track
- Marketing proposals and agree funding with external partners for PTA
- Overseeing the social media and email Marketing Executives for PH & PTA to ensure use of correct messaging, campaign fulfilment, ensuring weekly reports are prepared, analysed, and used to improve

These responsibilities will incorporate the following tasks:

- Managing Marketing content on websites of PH & PTA
- Working closely with Product and Commercial teams to launch new brochures, new products and to produce ad hoc marketing campaigns outside of those agreed by Partnership Marketing Manager
- Monitoring campaign results for PH and PTA brands, providing updated reporting on activity which will contribute to future campaigns
- Managing marketing planners and calendars
- Produce post campaign reporting for preferred partners for PTA
- Support the Partnership Marketing Manager with PH new customer database
- Manage Customer Reviews (Google, Feefo, Trustpilot) for PTA
- Assist the Marketing Manager in managing the Marketing Executive team

What you'll need:

We are looking for enthusiastic and motivated individuals who are passionate about developing innovative marketing strategies that drive results.

Due to the seniority and expertise required, you must have at least 5 years' experience in marketing and 2 in a similar role, preferably within the travel industry that incorporated campaign management plus possess solid analytical skills. We also need you to enjoy and have the ability to:

- Excellent understanding of Marketing concepts and best practices
- Excellent communication and interpersonal skills, with the ability to collaborate effectively across teams and influence stakeholders
- Proficiency in marketing analytics tools and platforms, such as Google Analytics, Adobe Analytics, and social media management tools.
- Strong project management skills with the ability to prioritise tasks and meet deadlines in a fast-paced environment.
- Be results focused and driven to succeed
- Work under your own initiative as well as part of a team, while be proactive at all times with the ability to review and improve
- Creative thinker with a customer-centric mindset and a passion for travel.
- Have excellent copywriting skills
- Working knowledge of Spotler/Communiqator an advantage

What are the hours and location for this role?

We are looking for someone who can work from our Cambourne office 9am – 5.30pm Monday to Friday, initially all days will be office based, whilst you settle into the role, moving to hybrid working where at least three days a week will be based in the office and two from home.