

Role Profile

Role title	Marketing Campaign Executive
Reports to	Marketing Campaign Manager
Department	Marketing
Working Hours	Work life balance is important to us and so we are open to discussion on flexible working patterns (minimum 4 days per week).
Location	Hybrid role with 2 days per week in our Inntravel office, Whitwell-on-the-Hill, near York

Purpose

Inntravel is an ambitious brand with a big plan and a bright future, the marketing team will be a core driver of this success. The purpose of this role is to support the Marketing Campaign Manager (and wider team) to develop integrated marketing campaigns that inspire people to book our holidays and to work with colleagues across the team to broaden our addressable audience. This is a maternity leave cover, fixed term contract for 15 months.

Areas of responsibility

- Support the end-to-end campaign process by co-ordinating – planning, briefing, production, delivery and reporting on marketing campaigns
- Direct mail production – liaising with printers, CRM and brand studio to deliver effective DM
- Support internal communications campaigns and launches to effectively distribute key information
- Apply our brand guidelines and ensure they are consistently implemented across all channels and marketing materials
- Build competitor analysis - monitoring industry and marketing news and sharing reports on emerging trends
- Event planning - organise customer meetings and conferences that help us stand out from the crowd

Key attributes, skills and characteristics

- Experience in a similar role (preferably from an agency background)
- Some knowledge of planning campaigns end to end in the travel industry is beneficial, but not essential
- Some knowledge of PPC, SEO and digital channels is desired
- Be meticulously organised – keeping the plates of every campaign spinning so they all land on time and budget
- Be a brand ambassador – building the profile of the marketing team and a brand that is understood and loved by customers
- Bring a growth mind-set – looking for tangible ways to raise the profile of the brand and build beneficial networks for Inntravel within Hotel Plan and external companies
- Set the pace – create positive energy, find ways through blockers and take everyone along with you
- Be accountable – create campaigns that deliver results, on time and within budget and share the results
- Make good decisions – based on data, insight and a rich and relevant understanding of the market
- Be used to using your initiative and being a self-starter
- Be able to manage a team in the absence of your line manager

Measuring success

- Achieve acquisition and retention targets
- Deliver campaigns on time and budget

Benefits of working for us

- 50% holiday discount scheme on holidays offered by any company in the Hotelplan UK group
- 25 days holiday a year (pro-rata) – rising by 1 day per year to 30 days after 5 years.
- Opportunity to 'buy' additional leave if you need more holiday
- Annual bonus eligibility based on company performance
- Hybrid working
- Healthcare cashback scheme that allows you to reclaim money on a number of healthcare costs
- Pension scheme and life insurance
- 2 volunteer days a year
- Sociable and friendly office environment including our own allotment and lunchtime exercise classes

Our Values

Inntravel – inspiring individual discovery
Expertise through knowledge and experience
Respect for the places and people we work with
Embracing ***individuality*** and ***creativity***
Trust through openness and integrity
Shared ***enthusiasm*** and ***pride*** in all we do.

We are an equal opportunity employer. We believe that a diverse and inclusive team working in a supportive environment is vital to the success of our work. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic candidates as well as from LGB, Trans and non-binary candidates.

The fine print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.