

11.07.19

## Marketing Assistant

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| <b>Location:</b>        | London (SW18)   |
| <b>Immediate start</b>  |   |
| <b>Salary:</b>          | £21,000 - £25,000 depending on experience.  |
| <b>Potential bonus:</b> | Overall company sales target 10% of basic salary. Plus an override bonus of 1% of company turnover above target earnings. |
| <b>Benefits:</b>        | Annual training week in one of our chalets overseas.  |

### Job description:

Amazing opportunity to work within Luxury Travel as part of a small but inspirational team who are passionate about their brand, have an ambitious growth plan and the desire to achieve it. VIP SKI are looking for a Marketing Assistant to join their team in Putney.

This role will be working alongside the Marketing Manager in all areas of marketing (and sales) enabling the successful candidate to gain real exposure to the full marketing mix. It's a great opportunity for a graduate with a little experience in a marketing role previously or a marketing degree or equivalent.

Candidates must have a keen interest in skiing. You will be a creative, organized and proactive individual used to thinking outside the box and working both in a team and independently. You must feel confident managing online content and relish finding new strategies for promoting the brand online.

### Interested?

If this opportunity is of interest please do apply by emailing [nicola.hardy@vip-chalets.com](mailto:nicola.hardy@vip-chalets.com) attaching your CV and covering letter stating clearly the date you would be available for employment. Please note, only successful applicants will be contacted.

### Key Responsibilities:

- Responsible for researching and writing copy, and updating content and images on the company website incorporating Search Engine Optimisation recommendations as defined by the Marketing Manager.
- Jointly responsible for developing a companywide social media strategy for the company with the Marketing Manager. Responsible for implementing the strategy, generating ideas for customer engagement, identifying new channels to target and measuring and reporting on results in relation to objectives.
- Responsible for updating all social media channels and website news updates including researching, writing and posting content in line with company strategy and tone of voice.
- Responsible for initiating and writing blogs in line with company strategy and objectives and managing the blog site.
- Jointly responsible for the production and development of email newsletters to increase engagement and reduce cost of goal acquisition and conversion rates by utilising advanced testing features and using segmentation techniques to produce timely and relevant communications.

- Responsible for the distribution of special offers and late availability prices through third-party websites and press contacts.
- Responsible for inputting and checking the accuracy of automatic price, availability feeds and special offers on the company website.
- Responsible for due diligence, liaising with overseas staff to ensure information accuracy.
- Responsible for day to day management of databases.
- Using Google analytics and suggesting measures to improve online performance.
- Responsible for ongoing competitor analysis and market research to develop the product offering.
- Support the PR Agency with writing, distributing and publishing on and offline PR features.
- Responsible for overseeing the organisation and maintenance of the company image library. Identifying areas where new photography is needed and organising photography shoots.
- Managing and developing external agency relationships.
- Perform general office administration tasks to meet the needs of the department and special projects, as assigned.
- Will be required to take sales during busy periods which will include working occasional Saturdays during the winter season.
- Requires some overseas travel.
- Any other duties as directed by the Marketing Manager.

**Desired Skills & Experience:**

- Experience within the travel industry a bonus
- Business or Marketing degree OR demonstrate previous experience within a similar role
- Excellent IT skills
- Articulate with strong copywriting skills
- Excellent attention to detail and strong proofreading skills
- Excellent writing skills with high levels of creativity and originality
- Highly motivated and enthusiastic
- Ability to prioritise your workload and be able to juggle a range of responsibilities
- Experience of updating Facebook, Twitter, Instagram and blogs for business purposes
- Experience of e-newsletter production and distribution
- Experience of using a content management system to update websites
- Interest in New Media and current developments in Marketing & Travel Industry