



G R E A T R A I L J O U R N E Y S

Job title:	Marketing Assistant
Reporting line:	Senior Marketing Executive: Advertising (Supporting the SME : Direct Marketing)
Your Mission:	To become a highly proficient and experienced Marketing Assistant who has the ability and confidence to stand in for the Senior Marketing Executives.
Role Responsibility:	<p>To support the Senior Marketing Executive Advertising and the Senior Marketing Executive Direct Marketing in the delivery of the Advertising and Direct Mailing strategies for all GRJ brands and Trade marketing.</p> <p>To support the production and scheduling of activity to deliver to agreed deadlines.</p> <p>To support the budget planning and financial management of Advertising and Direct Marketing activity.</p>
Role Objectives:	<p>Within the level of competency and influenced for this role, ensure that all activity is delivered on time, in budget and on brand.</p> <p>To develop good levels of understanding of GRJ, Treyn products and services, to have good working knowledge of print production and press advertising media production.</p> <p>To develop a good understanding and experience in the use of GRJ systems and reports – Tr@veller, GRJ reports.</p>
Key Responsibilities:	<p>Full and complete understanding of our brands, their respective product differences and similarities; their visual and verbal presentations; and their respective annual marketing activity</p> <p>Direct Marketing</p> <ul style="list-style-type: none"> • To support the SME Direct Marketing in the development of Direct Mail plans (includes activity plan, critical paths and budgets) • Support the SME Direct Marketing in the delivery of business critical mailings (brochures, updates, late availability) to include print production, briefing creative / copy amends, briefing and validation of data / mailing selections, checking artwork, collating and inputting of cost against budget • Working from the SME's (Direct Marketing) brief to manage the creation and implementation of tactical Direct Mailings including product DM, mini supplements, inserts and leaflets.

<p>Key Responsibilities Cont...</p>	<ul style="list-style-type: none"> • To support the SME Direct Marketing in the financial control of Direct Mailings against the agreed budget, to include the generation of quotes and keying of actual invoiced cost • To provide a summary report to the SME Direct Marketing and Marketing Manager at the end of each mailing of the performance / results. <p>Advertising</p> <ul style="list-style-type: none"> • To support the SME Advertising in the development of Advertising plans (includes Press Space, Press Inserts) • Support the SME Advertising in the delivery of the advertising activity including media planning, scheduling, briefing creative amends and ad content, copy creation and copy approval. • Execute the activity effectively and ensuring accuracy of image selection, tour details, tour pricing and copy proofing. Of critical importance are dates, prices and call to action and the KPI on this is 100% accuracy. • Ensure that the activity meets brand guidelines and is consistent throughout • Objectively contribute to the creative development process for activity. • To manage the filing of marketing activity for future reference, both as hard copy (if applicable) and on shared servers. • Familiarity with the principles of DDI tracking for reporting purposes, inputting data accurately into the Marketing Campaign Manager system. • Administration of activity, producing regular reports as required. <p>Trade Marketing Support</p> <ul style="list-style-type: none"> • To be the main point of contact with the Trade Agency Sales Team to receive Trade briefs • To maintain the Trade Activity Schedule (tracks all Trade jobs) • To review the brief, create critical path and update Trade activity schedule • To brief internal or external service providers to generate quotations, and on approval of these by trade to manage the development and implementation of the work • To log and manage invoiced spend against the agreed Trade quote. <p>General</p> <ul style="list-style-type: none"> • Familiarity with and support all other marketing activity as required by the marketing team. This may cover:- Interrogation of Tr@veller Customer Operational Communications Proofing Campaign manager updating Reporting services familiarity Image database PR Web content load
<p>Decision Making Level:</p>	<ul style="list-style-type: none"> • Activity implementation • Supplier liaison • Workflow prioritisation
<p>Performance Effectiveness Measures:</p>	<ul style="list-style-type: none"> • Measure 1 – Company profit levels • Measure 2 – Personal KPI's linked to all measurable objectives • Measure 3 - Quarterly review with Senior Marketing Executive

Qualifications	Degree (preferably but not necessarily in marketing) or graduate caliber work experience
Competencies	<p>Travel / Leisure experience an advantage but not critical Practical experience in Direct Mail and / or Brochure or catalogue production Experience in Direct Mail and Direct Marketing techniques Practical experience in offline advertising e.g. press / display, inserts, product dispatch</p> <p>Demonstrates a practical understanding of each area of the marketing mix High levels of numeracy and literacy High levels of attention to detail and accuracy</p> <p>Confident self-starter who is happy working under pressure and in a fast moving environment.</p> <p>Ability to manage multiple projects and work across different marketing channels</p>
Training & Development	Internal training on an on-the-job basis specific to the company, as agreed with Senior Marketing Executive at quarterly review meeting.