

Job Description

Job Title: Marketing Coordinator – Great Little Breaks Division

Department: Great Little Breaks

Reporting to: Marketing Manager

About Us

HotelshopUK is a privately owned group of companies dating back to 1999 offering a range of solutions within the UK hospitality sector. We are renowned in the industry for our customer service and delight work ethos.

Great Little Breaks is the leisure division of HotelshopUK. We provide unique and memorable experiences and are dedicated to delivering value through quality, price and service. We work with a variety of accommodation providers, attractions, and partners, handpicking the best the UK has to offer and combining them together to create memorable short breaks for both our direct and retail customers.

About You

Responsible for creating engaging content to drive sales for our Great Little Breaks brand; you'll be the go-to person for creating dynamic and static pages on the website and, assist with social media posts that drive engagement and sales ultimately leading to strong website conversions. You will support the marketing and sales teams with all content, communication and team processes. You will be the link between our marketing department and activities with our customer service team, providing support across the different departments.

As Marketing Coordinator, you will support the Marketing Manager and senior management in the following tasks:

- Responsible for all product content on the website. Ensuring a smooth customer experience through content and maximum conversion on landing pages and offer pages
- Responsible for producing and building website pages, blog posts, press releases
- Assist in creating channel marketing content and creative
- Liaising with SEO Technical Manager following SEO principles to maximise copy reach and ensure all website content includes relevant SEO content in line with current themes
- Responsible for the proofreading process. Checking copy for grammatical, spelling and typographical errors, ensuring consistency across all content. Providing support across the whole business as needed
- Quality check final layouts and designs, ensuring titles and subtitles are consistent to include contact information, photos, illustrations, product names. Content is consistent, the information flows and is always on brand
- Research, source, edit and optimise all imagery used across the website and all platforms
- Manage, load and review promotional offers and availability. Managing and adhering to the approval process and timelines. Working with sales team to ensure the smooth running of the process and the website content is correct and in working order
- Assist the Digital Marketing Executive in producing copy and eye-catching imagery for our social media platforms to ensure engaging content
- Responsible for internal Great Little Breaks communications throughout the business, including regular briefing of promotional activities
- Work with the marketing team to produce new and innovate marketing campaigns
- Create offline content, signage and trade show collateral
- Support the Marketing Manager in report gathering, preparation and delivery
- Regularly review competitor activity and provide recommendations where relevant
- Support hotelshopUK by providing assistance to other departments as and when required

Skills & Qualifications

Essential –

- Degree or equivalent experience in marketing or communications
- GCSE English & Maths
- Excellent standard of English
- Strong proof-reading skills
- Commercial awareness with the ability to understand target audience
- Excellent written and verbal communicator at all levels
- Intermediate experience with Microsoft Office including Excel, Word & PowerPoint
- Working within the travel industry or similar
- Familiarity and knowledge of social media platforms and tools
- Developing and maintaining professional and positive working relationships
- Ability to work on own initiative
- Excellent team worker and communicator with strong interpersonal skills
- Spelling, grammatical accuracy and attention to detail are essential
- Ability to work under pressure and meet tight deadlines

Desirable –

- Relevant marketing, communications or English qualification and/or 1 years' experience in similar role
- Proven experience as a copywriter or related role
- Advanced experience with Microsoft Office including Word, Excel & PowerPoint
- Strong analytical skills
- Hands on experience with content management systems
- Experience in producing copy for digital and print
- Adaptable to a changing environment
- Working and managing departmental processes
- Knowledge of Canva desirable but not essential

Why work with us?

In return we offer:

- £23-25k per annum, dependent on experience
- Company bonus scheme
- Paid break
- 20 days annual leave, increasing to a maximum of 25 with service (FTE)
- Fun & professional place to work
- Hero of the month - recognising those that go above & beyond
- Training & development
- Healthcare cashback scheme*
- Exclusive employee discounts*
- Flexible working*

*Qualifying period applies.

Hours of work

40 hours (Monday to Friday 9-5pm). A degree of flexibility will be required.

Flexibility

Due to the nature of the business, a degree of flexibility is required, and the post holder may be required to perform certain tasks not specifically referred to above, i.e., exhibitions, educational trips etc.

Health & Safety

- To act on your responsibilities detailed in the Health & Safety at Work Act 1974
- To demonstrate a working knowledge of fire prevention and to follow the companies evacuation plan on hearing the alarm
- To be security conscious with respect to /staff/ property/welfare and to report suspicious circumstances to your Manager

General duties

- To familiarise yourself with your departmental standards of performance and to be able to demonstrate their application
- To maintain a high standard of personal hygiene and grooming at all times
- To co-operate and communicate with colleagues, and Management to ensure effective department teamwork and high morale
- To attend any meetings, training sessions or courses that may be beneficial to you and your department
- To follow any procedures set up for energy conservation

Our Company Values

Company Values	Delight Principles
Dedicated	To make sustainable choices & continuous improvement
Enthusiastic	Have willingness & passion for everything that we do
Likeable	Be approachable, delightful, friendly and fun
Inclusive	Show compassion, fairness and respect to all
Generous	Giving back and going the extra mile
Honourable	Work with integrity, honesty & accountability
Teamwork	Collaborate & communicate with others considerately

How to apply

If you're interested in applying for this position, please send your CV together with a covering letter, stating the job you would like to apply for in the subject line, to HR Department: hr@hotelshopuk.com If you have any questions regarding the role please add these to your email.