

Job Profile

Job Title	Marketing Executive	Job Family	<i>Sales & Marketing</i>
Entity	Youtravel LTD	Location	London, UK
Corporate Level		Reporting line	Marketing Manager, London
Job Purpose Overview	The purpose of the Marketing Executive role is to coordinate, deliver and conclude integrated marketing campaigns and to act as the main point of contact at Youtravel. The Marketing Executive will also be responsible for implementing a readymade 12 month marketing plan to improve the Youtravel trade facing brand		
Key Responsibilities	<ul style="list-style-type: none"> Responsible for implementing marketing campaigns based on successful proposals to trade partners (Incl. Hotels, Tourism Offices etc) Organising / Co-ordinating each individual activity in marketing calendar Creation of artwork for on line campaigns Maintaining relationships with the partners at all stages of agreed marketing campaigns Liaising with partners and signing off all agreed marketing campaigns Creation of Marketing activities reports at campaign's conclusion Responsible for invoicing through Finance for all partners campaigns. Create and manage all Youtravel branded marketing materials including goodies and banners Working with the commercial team, gain offers and ensure that we are circulating to the trade via newsletters, Social media and any other marketing tools Responsible for all Youtravel social Media Working alongside the UK sales team, Introduce and implement a marketing campaign in conjunction with the various travel medias 		
Dimensions/ scope	<ul style="list-style-type: none"> Strong attention to detail in this brand ambassador type role Be brand aware of Youtravel and advise and act in accordance with company's requirements. 		
Skills & Abilities	<ul style="list-style-type: none"> Be able to work under pressure delivering multiple tasks to deadline Problem solving Ability to communicate ideas clearly and effectively both verbally and in writing Strong interpersonal skills and the ability to build relationships Excellent organizational skills Ability to collaborate with a range of internal departments as well as external businesses 		
Qualifications	<ul style="list-style-type: none"> A good academic background to "A" level standard English to A level standard would be an advantage Marketing / Business Studies 		
Knowledge & Experience	<ul style="list-style-type: none"> Experience within the Travel Industry preferred(Commercial / Marketing) Good team player Strong Social Media understanding Some experience in working towards a marketing plan B2b marketing understanding preferred Good IT literacy (proficiency in Microsoft Office, bulk Emailing software 		

	programs, Web based design applications and databases / Content management solutions)
Special Working Conditions	<ul style="list-style-type: none">• Based in London office• Willing to travel for work when needed• Willing to work out of office hours and over weekends as required.• Willing to represent the company as and when required.

This Job Profile sets out current responsibilities of the job holder that may vary from time to time without changing the general character of the position or the level of responsibility entailed.