

Job Title: Marketing Executive (Premier Holidays)
Reports To: Marketing Manager
Based: Hybrid working 3 days at HQ, Cambourne Business Park and 2 days from home.
Salary: Competitive, depending on experience.

What are we looking for?

We are looking for an experienced and result-driven Marketing Executive with a PR focus to join our amazing Sales & Marketing team to support our Premier Holidays brand!

Reporting to the Marketing Manager, this position will play an integral role in the planning, execution and optimisation for our marketing channels to expand our brand recognition.

In this role you'll:

- Manage and oversee the social media for Premier Holidays
- Oversee Premier Holidays e-news and social media
- Copywriting and proofreading emails for clarity, grammar, and spelling
- Ensure emails follow best practices and adhere to GDPR regulations
- Analyse campaign performance & identify opportunities to improve
- Stay up to date with the latest trends & share best practices
- Manage and create blogs with a strategic plan
- Execute direct mail marketing & advertising
- Assist in the planning, execution, and tracking of multi-channel marketing campaigns.
- Planning and execution of trade marketing campaigns
- Work closely with the commercial team to ensure offers align with marketing campaigns
- Brief the web team on web campaigns
- Ensure Tourism Board messages are echoed across all channels
- Complete monthly audit of Premier Holidays website
- PR focus
 - Write and distribute press releases, media pitches, and other PR materials.
 - Monitor media coverage and report on PR campaign performance.
 - Build and maintain a media database to support ongoing PR efforts.

What you'll need:

Our business can't be done without our people, we want them to be proud to work for Premier and consider them to be part of the Premier family. In this role we are looking for enthusiastic and motivated individuals with a passion for digital technologies and marketing. You'll also need to have these knowledge and skills:

- Previous experience working in marketing (social media and email marketing)
- Confident using social media for professional purposes
- Experience creating content for a range of platforms
- Exceptional understanding of marketing concepts and best practices
- Skills and experience in copywriting
- Ability to manage and prioritise complex workloads
- Thrive under pressure and working to deadlines
- Be able to work under your own initiative as well as part of a team
- Happy working in a demanding environment, adaptable and flexible
- Knowledge of the travel industry experience preferred, or at least an interest in travel
- Working knowledge of Spotler/CommuniGator an advantage

Job Advertisement & Job Description

What's in it for you?

We are a friendly bunch, we listen to our staff, treat everyone fairly, celebrate long service and loyalty, are flexible, fun, and sociable to create the best environment we can for our employees to flourish. We offer:

- Discounts on Travel and Holidays
- 29 Days Holiday Inclusive of Bank Holidays, increasing on length of service
- Standard Life Pension - 3% Employer Contribution, 5% Employee
- Social Events: Summer Party, Christmas Party, Quiz nights and other socials.
- Fresh Fruit in the offices

What are the hours for the role?

We are looking for someone who will be able to work office hours Monday – Friday, 9am – 5:30pm.

Whilst you get to know your team and your job role, we'll expect you to attend the office every day. Following this initial period, we offer our team hybrid working where we'll see you in the office three days a week, with flexibility to work from home on the other days.

A bit about Premier

Premier Travel Group (made up of Premier Holidays and Premier Travel) are an independently owned, family-run travel company that has proudly been operating locally for over 85 years. Over half of our team of 220 have been with the company for more than 10 years, which says a lot about our company ethos and experience in selling holidays.

Premier Holidays Limited is the tour operation side of the business offering a wide range of holiday destinations, which include the Channel Islands, Far East, Sri Lanka, Middle East, Southern Africa, Indian Ocean, USA, Canada, Australia, New Zealand, and the South Pacific. We are well known within the travel industry as the market leader for Channel Islands holidays and as a long-haul specialist with a team possessing extensive experience in creating long haul, tailor-made multi-centre holidays. Our wide range of inspiring brochures can be found in most Travel Agencies across the UK and our knowledgeable staff are always on the end of a phone line to offer invaluable holiday advice and personal recommendations.

Premier Travel Limited is the East of England's leading independent travel agency with 25 branches across the East and Southeast of England, twelve of which are in the Cambridgeshire area. Our Travel Consultants pride themselves on their excellent travel knowledge, high levels of customer service and the personal touch that keeps our many loyal customers coming back to us again and again.

Our goal is to deliver exceptional holidays that our teams are proud of. We care about our customers' holidays as though they were our own; we recognise it's our business but their dream.

Data Privacy

Before applying for this position please view our Careers Site Privacy Policy. By submitting your application, you are confirming that you agree to the processing of your data as outlined in our Careers Site Privacy Policy and that we can keep your CV and application on file for up to two years.