



Marketing Assistant Job Description

This job description is not prescriptive and, as always, The Original Cottage Company encourages and welcomes initiative, discussions and suggestions from employees.

Job Title: Marketing Assistant

Responsible to: Marketing Manager

Objectives: To provide excellent support to the Marketing Manager. Work as a member of 'Team Wales' to ensure the development and enhancement of all brands (Wales Cottage Holidays, Powells Cottage Holidays, Abersoch Holiday Homes and Best of Wales / y Gorau o Gymru).

Location: Newtown, with some travel to multiple offices in Wales as well as travel to properties, other TOCC brand sites as well as ad hoc visits to Group Services, based in Norfolk. From time to time there will be training events at other UK locations.

Experience / Knowledge

Essential	Desirable
<ul style="list-style-type: none"> ● At least one year's experience gained in a consumer marketing role ● Experience of working effectively and successfully through a variety of digital, social and traditional media ● Experience of creating and responding to PR opportunities and ensuring they receive maximum exposure 	<ul style="list-style-type: none"> ● Experience of marketing gained within the tourism industry ● Experience of booking and attending shows and events ● Experience of improving website performance through Search Engine Optimisation

Skills

Essential	Desirable
<ul style="list-style-type: none"> ● Excellent written English, strong copywriting and proofreading skills ● Organised and methodical with ability to multi-task across several projects ● Good knowledge of the Adobe Suite, including InDesign, Photoshop and Illustrator ● Good eye for design aesthetics ● The ability to interpret data and draw the correct inferences from it ● Ability to work to tight deadlines ● Ability to prioritise and manage time well ● Ability to work collaboratively with teams in other locations ● Ability to identify opportunities and respond proportionately to them ● Full current driving licence and the use of a car ● Sound judgement and decision-making abilities ● Confident negotiating and persuading skills 	<ul style="list-style-type: none"> ● A confident communicator with good professional presentation skills

Qualifications

Essential	Desirable
<ul style="list-style-type: none"> • A good general standard of education, including GCSE English or equivalent 	<ul style="list-style-type: none"> • A degree or diploma in a marketing-related discipline

Personal Attributes

Essential	Desirable
<ul style="list-style-type: none"> • A positive, can-do, energetic, passionate approach to achieving things • Capacity for innovative and creative thinking • Adaptable to changing demands and new challenges • Self-starter • A strong teamwork ethic and collaborative working style that will build relationships among colleagues and others 	<ul style="list-style-type: none"> • An understanding of consumer behaviour – understanding how and why people behave as they do and how they are likely to respond to marketing images and messages • Welsh speaker or good knowledge of the Welsh language



Interested? This is how to apply...

Please email jobs@walescottageholidays.co.uk and we will send you our application pack. The closing date is **31st January 2019**, but don't delay as we encourage early applications. We look forward to hearing from you soon.

Office Address

Wales Cottage Holidays, Bear Lanes, Newtown, Powys, SY16 2QZ

Website

<https://www.walescottageholidays.co.uk/about-us/careers>