

Communications Executive



Job Description

Status: Part-time

Hours: 22.5 each week, Monday, Tuesday and Wednesday

Location: Elstree, Hertfordshire

Contract terms: Permanent

Reporting to: Communications Manager

Salary: by negotiation

Description:

Working as part of the Marketing team, the Communication Executive will take responsibility for coordinating all communications channels including email distribution, website news, display material, direct mail and website presence.

The Communications Executive will provide co-ordination across product departments, house management and sales team to prepare content for all communication channels and create, maintain and maximise all opportunities to communicate HF Holidays market position.

The Communications Executive will support the Communications Manager with Search Engine Optimization and Pay Per Click activity, and other ongoing marketing projects.

Responsibilities:

Working with the Communications team to, produce emails, direct mail, news articles, display material and customer magazines, within an agreed schedule.

Liase with product departments, copywriters, designers and printers to co-ordinate input into a variety of marketing communications.

Promote and maintain the brand presence and market position of HF Holidays via tourist boards and other website listings, affiliate club membership, search engine representation and any other suitable activity.

Support the use of our corporate identity across communications company-wide.

Provide reports from database records held such as advertising and PR responses, direct marketing communication responses and membership monthly volumes.

Take opportunity, within agreed budgets and agreed marketing strategy, to communicate HF Holidays key messages at all levels, local, club, within existing audiences and to potential new audiences.

Proactively suggest new communications channels / opportunities (eg. new media) to Communications Manager to encourage existing audiences and develop new.

Person specification:

Key person specification

- Able to plan and maintain schedules, including setting and reviewing deadlines
- Flexibility and lateral thinking
- Confident communicator
- Impartial and objective
- Able to handle several tasks concurrently and effectively whilst working to deadlines
- Creative and innovative
- Accurate, with good analytical thinking and a sharp eye for detail
- Able to work as part of a team, within communication schedule deadlines

Skills required

- Marketing knowledge across wide disciplines to include offline and online marketing communications
- Social Media and Web knowledge
- Computer literate – experience in Dreamweaver, Photoshop/Illustrator and Flash (desirable)
- Knowledge / experience in promoting website presence and Search engine optimisation
- Knowledge / experience in email distribution and database management skills (desirable)
- Ability to be creative and design in house items
- Understanding of new media opportunities
- Copywriting, proof reading and imagery selection
- Highly organised
- Excellent written skills
- Project management
- Good co-ordination skills