

JOB DESCRIPTION: **MARKETING EXECUTIVE**

Reporting to: Marketing Manager

Hours of work: Mon-Fri 9 am-5 pm (8am-5pm during holidays)

Start date: September 2024

Salary: £25,000 - £28,000 depending on experience

Place of work: Farmoor, Oxford, OX2 9LU



Summary of the Position:

There's an exciting opportunity to be part of a rapidly growing business that provides inspiring holiday activity programmes for children aged 4 to 14 years at 50 outstanding locations across the UK. From multi-activity and survival courses to sports, cookery, and tech courses, our brands are of the highest quality, engagement, and care.

We're seeking a dynamic individual with at least one year of marketing experience to join our Marketing department and support us with a diverse range of creative and digital tasks, aiming to boost brand awareness and customer engagement for our exciting brands. The ideal candidate will leverage their creative and content marketing experience to bring our brand to life across our website, advertising, community outreach, and engaging social media content. We're looking for someone who is enthusiastic, an excellent communicator, and adaptable to various marketing challenges. If you have a passion for creating compelling marketing campaigns and a knack for engaging customers, we want to hear from you!

Responsibilities:

- Creating visual content for digital and print media using design templates provided by our creative agency
- Creating and sharing engaging content via our social media platforms
- Keeping our website up to date and with current offers, programmes, and designs
- Support with local community outreach and advertising through social, digital, and print media channels
- Support with customer support and marketing email campaigns
- Support with local school marketing activity
- Create simple posters and various print materials using Photoshop/InDesign templates
- Creating videos and other animated visual content for various digital platforms and our website
- Support with maintaining our blog
- Liaise with external suppliers and agencies for printed and branded content

Requirements:

- Some experience with Photoshop, InDesign, and Canva. Brand templates will be provided, but basic knowledge and editing skills will be required
- At least 1 year of experience in digital marketing, with a specific focus on website, email, and social media
- High attention to detail, particularly in written content
- Excellent time management and prioritisation
- Good written English
- Educated to degree level
- Ability to communicate and co-operate effectively with company colleagues at all levels
- Pro-active and conscientious, able to adapt to situations when required

What you'll get:

- Competitive salary
- Company pension scheme
- Training opportunities for CPD
- Varied and engaging role
- Friendly and passionate team
- Opportunity for some hybrid working once settled
- Staff socials and seasonal team events
- 25 days annual leave per annum plus bank holidays (Extended 8am-5pm hours in the holidays means time in lieu for extra holidays!)
- Hands-on and varied marketing experience

Please send your CV and a covering letter to sunny@activeeducationgroup.co.uk by Sunday 16th June 2024. For more information about our brands visit our website – www.ultimateactivity.co.uk