



Job Description

Job Title: Marketing Executive

Date: 15/05/2023

Job Purpose

The **Marketing Executive** will provide support to the Head of Marketing to deliver the company's marketing strategy in order to acquire new customers, retain existing clients and achieve overall growth. The postholder will grow the company's online presence, increase website traffic and drive calls, through a range of online and offline marketing activity. Coordinate and deliver Just Travel Cover's marketing activity covering the full range of relevant marketing disciplines including campaigns, partnerships, online and offline advertising.

Reporting Structure

- Director
- Head of Marketing & Communications
- Marketing Executive x2

Primary Responsibilities

1. Direct marketing – Get involved in acquisition and retention campaigns via channels that include direct mail, door drops, SMS and email.
2. Affiliate marketing – Plan, deliver and grow Just Travel Cover's affiliate marketing programme, working with cashback and voucher code sites, content partnerships, bloggers and influencers. Develop and grow partnerships and referral programmes to increase enquiries and sales.
3. Email marketing – Deliver Just Travel Cover's email marketing campaigns to engage with existing databases and drive repeat revenue. Ensure that databases are grown and refreshed. Ensure data is managed, maintained and used in compliance with data protection legislation.
4. Search Engine Optimisation (SEO) and Pay-Per-Click advertising (PPC) - Increase traffic to the company's website and through search engine optimisation and pay-per-click advertising. Work closely with agency on optimising website content and support website growth plans.
5. Social media - Grow company's presence across social media channels including but not limited to Facebook, Twitter, YouTube, Instagram and Linked In. Develop campaigns to cultivate and engage with audiences and increase traffic into website.
6. Online advertising / display - Increase traffic to the company's website through online advertising including display campaigns.
7. Web editing / content marketing / online copywriting - Work on the company's multiple websites and develop new content in line with online marketing strategy.
8. Other Advertising - Involvement in additional advertising including but not limited to press/magazines, video, radio and TV.



9. Partnership work - Involvement in partnership work with insurance brokers, charities travel agents and public and private sector organisations to achieve company growth targets.
10. Working with external agencies - Research and develop relationships with external agencies to achieve marketing objectives.
11. Systems and Software – Utilise internal/external marketing and product technology systems and software and liaise with third party providers to improve customer experience and deliver marketing activity and campaigns.
12. Undertake additional tasks as directed by the Head of Marketing

Skills, Experience & Qualifications

	Essential	Desirable	Method of assessment
Qualifications	Educated to degree level	Degree in marketing Relevant marketing qualification (e.g. CIM)	Certificates
Experience	Minimum two years' experience in a marketing role that involves two or more of the following areas: email marketing, CRM, affiliate marketing, social media, website editing / SEO.	Experience of working in insurance industry Experience of SEO, PPC, direct marketing campaigns Experience of partnerships work	Application / interview / examples of work
Skills / knowledge	Excellent project management skills inc planning, implementation, budgeting and monitoring. Knowledge of web-based content management systems. Ability to use data for marketing purposes. Knowledge of marketing, social media and CRM techniques to use for different audiences. Knowledge of Google Analytics	Design skills (photoshop/in design) WordPress Industry knowledge Google AdWords Google Tag Manager	Application / interview
Personal qualities	Positive and energetic. Team player. Passionate to succeed. Self-starter able to prioritise .		Interview

Detailed responsibilities vary depending on activities within the business. Specific objectives and tasks will be delegated and controlled by your manager. Job holders may be required to perform duties outside the scope of this job description as requested by the Company.