

rayburntours

POSITION:	Marketing Co-ordinator
CONTRACT:	Permanent/full-time (37.5 hours per week)
LOCATION:	Derby
SALARY:	£18,000 - £25,000 dependent upon experience

THE COMPANY

At Rayburn Tours, inspiring young minds and creating unforgettable experiences is at the heart of what we do.

Group travel specialists since 1965, we are an independent, family-run business based in Derby. Our ever-growing team of almost 100 employees is dedicated to creating tailor-made, international trips for over 23,000 passengers each year. Specialising in educational trips, ski trips and sports tours for schools, as well as concert tours for all types of youth and adult ensembles, we aim to inspire our groups to seek adventure, embrace other cultures and learn new skills.

Our sister company, Venture Abroad, offers activity holidays for uniformed youth groups (such as Guides and Scouts) and works closely with the Trefoil Guild to provide an event management service for their Annual Meeting.

We organise a comprehensive package which is comprised of travel arrangements, accommodation, excursions, full itinerary planning and insurance, as well as a multitude of tour-specific extras including organising venues and publicity for concert tours and study handbooks (linked to the National Curriculum) across a wide variety of subjects for educational tours.

THE POSITIONS

We are looking for two enthusiastic and talented Marketing Co-ordinators who have an abundance of creativity and the required skills to enhance our growing marketing department. The role is ideally suited to those who have worked for at least 2 years in the marketing industry and have extensive experience of using Google Analytics data to help create and outreach digital content. However, we will also consider a marketing graduate who can demonstrate their knowledge through fresh ideas and a desire to progress on this career path.

Key Responsibilities:

After initial training, you will be responsible for assisting the Marketing Manager and her team in overseeing all areas of the Company's marketing programme. The main duties are to:

- Assist in devising and implementing a marketing programme for each department.
- Assist in implementing suitable advertising campaigns for each area of the business, to monitor the effect and report on the results.
- Write copy for a range of off-line and online media including websites, brochures, direct mail, PR, social media, blogging, advertisements, e-marketing, presentations and exhibition articles.
- Assist in all media buying including negotiating rates and building relationships with various media outlets.
- Help ensure our online content is fully optimised, including organic and paid for opportunities.
- Attend conferences and exhibitions.
- Assist in producing a marketing budget for each department and adhere to it.
- Assist with managing the client databases to ensure our data is GDPR compliant.

- Work with the Department Managers to look at business development opportunities for new and current products; to assist with identifying and implementing suitable marketing strategies to target relevant demographics.
- Assist with the maintenance of our information rich Company websites.

Based at our Head Office in Derby, the position is full-time (37.5 hours per week, Monday – Friday). The Company operates a Flexible Working Programme for all full-time staff which enables a choice of one of 4 bands to work per week between 08:00 – 18:00hrs.

The start date is immediate and is therefore dependent upon the successful candidate's notice period.

KNOWLEDGE & EXPERIENCE

Essential Skills & Experience

- A marketing qualification and/or a minimum of 2 years' experience of working in a marketing role
- A clear understanding of best practice when creating digital content across various platforms, including company websites, blogs, social media and email campaigns
- Experience of using and analysing data within Google Analytics
- Creative and imaginative
- Innovative with the confidence and ability to present fresh ideas
- Skilled in writing engaging, clear, concise and grammatically correct copy
- An exceptional eye for detail
- Ability to manage time and co-ordinate priorities effectively
- Strong interpersonal, written and oral communication skills

Beneficial Skills & Experience:

- Previous experience of working within the travel industry
- Previous experience of copywriting and proof-reading marketing content
- An interest in travel

BENEFITS

- A salary of £18,000 - £25,000 per annum (dependent upon experience)
- Bonus scheme based on target achievements
- 24 days holiday per year (increasing with length of service to a maximum of 27 days) in addition to all public holidays
- Cycle to Work, Healthcare Cashback and Contributory Pension schemes
- Flexible Working Programme

HOW TO APPLY

Applications should be addressed to Katie Boyden and include a CV with a covering letter stating:

- Your current role and salary
- Where you saw this vacancy advertised
- Why you are a suitable candidate for this position

Please email your application to recruitment@rayburntours.com or post it to:

Joint Managing Director
Rayburn Tours Ltd
Rayburn House
37 Brunel Parkway

Pride Park
Derby
DE24 8HR

Closing date: 24th April 2019

