



We are seeking a proactive and detail-oriented Marketing Executive to join our dynamic and hard working team. This position offers an excellent opportunity for individuals passionate about marketing and eager to develop their skills within a professional environment. The successful candidate will plan the marketing spend, lead on marketing initiatives, contribute to project management, and manage analysing market trends to help drive business growth. Strong organisational skills, effective communication, a real understanding of online and offline marketing and proficiency in Microsoft Office are essential for this role.

### **Duties**

- Lead in the development and implementation of marketing strategies, including B2C & B2B marketing campaigns
- Coordinate the creation of marketing materials using Microsoft PowerPoint and Microsoft Word, Canva & other platforms including utilisation of external resources.
- Recommend strategic discounting opportunities aimed to drive volume sales and manage supplier relationships in order to maximise return to the business.
- Recommend spend for online profile raising including Pay per Click promotions
- Ensure that the website and all associated online profiles are up to date and contain all relevant information.
- Ensure that google reviews, Tripadvisor reviews and all other review sites are actively monitored and where appropriate, reviews are answered in a timely manner.
- Conduct market analysis to identify trends and opportunities for growth
- Manage and update project timelines, ensuring deadlines are met through effective time management
- Coordinate with internal teams and external partners to facilitate project execution
- Organise and maintain digital files, reports, and documentation using organisational skills
- Contribute to social media content planning and engagement activities with the aim to drive visitation to the attraction.
- Seek out, recommend and utilise where possible Influencer support aimed to drive volume to the attraction.

- Support event planning and promotional activities as required
- Analyse campaign performance data to optimise future marketing efforts
- Prepare presentations and reports for management using Microsoft Excel

### **Skills**

- Proficiency in English with excellent written and verbal communication skills
- Strong organisational skills with the ability to manage multiple projects simultaneously
- High level of understanding of social media channels and which target audiences they appeal to.
- Effective time management to meet deadlines consistently
- Good analysis skills to interpret market data and campaign results
- Experience with Microsoft Office Suite, particularly Word, PowerPoint, and Excel
- Knowledge of IT systems relevant to marketing functions
- Basic understanding of project management principles
- Leadership qualities with the ability to work independently or as part of a team
- Experience or knowledge in B2B marketing is desirable but not essential
- Excellent interpersonal skills to facilitate collaboration across departments

This role is ideal for motivated individuals seeking to gain practical experience in marketing within a supportive environment. The position provides valuable exposure to various aspects of marketing operations while fostering professional growth.