



Job Description

This job description is not prescriptive and, as always, Norfolk Cottages encourages and welcomes initiative, discussions and suggestions from employees.

Job Title: Marketing Internship

Responsible to: Marketing Manager

Overview: Norfolk Cottages is the county's leading independent holiday lettings agency. Established in 1992, it is still a family company, offering a rare mix of being both driven and dynamic yet friendly and a great place to work. The fundamental function of Norfolk Cottages is that of a marketing agency for homeowners. Therefore, the role of Marketing Assistant within the brand is crucial to its successful operation.

Objectives: To assist in the planning and delivery of the marketing strategy and content plan for Norfolk to generate maximum levels of bookings and to grow the property portfolio across the region whilst raising the profile of the brand. Maintain a good knowledge of industry and competitor activity.

Location: Predominantly Holt, with occasional travel to the other Norfolk offices and properties as required. Occasional travel to Group Services and other TOCC offices and training events as required.

Responsibilities

Website Champion

- Co-ordinate the writing and uploading of fresh content, creative and blogs, co-ordinate and load banners and adverts.
- Regularly check the website to ensure images appear correctly, pages load, links work, and attributes display correctly.
- Maintain regular contact with the Marketing team in Group Services and follow their guidance with regards to search engine optimisation and link building.
- Understand, monitor and promote properties via a broad range of Affiliate channels.

Communication

- Develop, support and action communication with our customers, enquirers and homeowners and internally within the business.
- Assist in the design, copy and data selection for email marketing campaigns using email marketing platform and customer database.
- Monitoring and reporting on email campaign performance.
- Assist in writing homeowner communications and newsletter.
- Liaising with external business partners to grow our Holiday Extras offering to customers.

- Help to set up and run competitions to build our database and improve customer engagement - from discount code development and competition prize sourcing to communicating with partners and competition winners
- Building direct emails and social media using Smart Messenger, RAIS and Sprout Social.
- Communicate marketing activity with the team, including organising regular entries into the weekly, internal Friday File.

PR

- Be a point of contact with our PR agency with any requests, also keep them informed of what we are doing, particularly anything new or innovative.
- Assist in organising visits by journalists and generating PR from them.
- Maintain a portfolio of evidence to support entry for local, regional and national awards, then generate PR from awards won.

Social Media

- Look after our social media accounts and plan and write fresh content to encourage engagement.
- Build and schedule the monthly social media advertising campaigns.
- Liaise with the marketing team in Reepham regarding competitions, posts and advertising to gain new followers and keep existing followers engaged.
- Take relevant photos and videos to be used on our social channels.

Printed materials

- Coordinate all printed advertising materials such as magazines, local guides, flyers, poster advertising etc.
- Updating of print advertising design and photography using photoshop.
- Assist in the production of the brands' magazines including copy, design, photos, proofing and distribution, and coordinating the printer's proofs for the Marketing Manager to sign off.
- Source relevant imagery for print as required.
- Assistance with design and production of marketing materials.

Events

- Co-ordinate the design and print of materials for shows and other events.
- Assist in the preparation and set up of events and the materials needed.
- Attend both customer and homeowner events with other members of the team as required.

Planning and Strategy

- Assist the Marketing Manager in advanced planning of marketing activity, specifically identifying content needs and planning relevant email content for our various audiences.
- Assist the Marketing Manager in reviewing trends, best practice and seeking new opportunities.
- Ensure engagement with Original Cottages Brand campaign and other broader TOCC initiatives.

Health & Safety

- Implement the legal obligation to maintain a safe working environment at all times.
- Follow the company's procedures, as described in the Health & Safety Policy.
- Report anything unsafe to the Health & Safety representative and report accidents, near misses, and so on in the accident book.

General

- Show awareness and courtesy towards the needs of fellow team members.
- Participate in any training programme as agreed between yourself and the company.
- Contribute to team meetings and put forward ideas and feedback in order to improve ways of working.

- Ensure Norfolk Cottages are represented in a positive and professional manner to customers, enquirers, homeowners, suppliers and visitors.
- Ensure the confidentiality of customers, owners and other staff members and abide by the company's confidentiality policy.
- Maintain a healthy and safe personal working environment; attending work with a clean and smart appearance, wearing the appropriate attire.
- Make optimum use of time, to work in an efficient and effective manner and avoid duplication of effort.
- Follow company procedures as shown in Staff Handbook and adhering to company and/or Health & Safety rules, regulations and legislation.

Skills Required:

- Experience with photoshop other design platform
- Basic working knowledge of excel and other word packages
- Strong communication skills with the ability to work effectively, flexibly and collaboratively with others in the team.
- Creative and innovative ideas person who also displays strong organisational skills and attention to detail.
- Willingness to undertake training and learn new skills is vital

Terms

- Full time, probationary period of three months
- Holidays for the post are 22 days per annum plus bank holidays
- Statutory sick pay payable
- We operate an auto-enrolled Group Pension Scheme
- Regular reviews conducted with your line manager to monitor progress with annual appraisals

The company reserves the right to add or remove duties with agreement from the employee, as the business requires.