JOB DESCRIPTION

Job Title: Marketing Assistant
Department: Marketing
Responsible to: Director and Managers
Wage: TBA

Job Purpose: To assist with carrying out the marketing functions at Woodlands Family Theme Park and Woodlands Grove Caravan & Camping Park, plus assist with other office procedures when required. The job would involve working alone and with the Marketing Team to create publicity campaigns, various promotions, events and also attend shows.

Workplace: Working directly with the Marketing Team and other office staff, based in the main office. When involved with events/meetings, there may be the requirement to work off site.

Hours: Due to the nature of the Tourism Industry it is important that staff have a flexible approach to their work. This is a full-time post, normally 5 days per week (incl. Bank Holidays). During the year, there are some events at weekends and evenings that you will need to attend. The office opens at 9am, the closing time varies according to the time of year.

Terms & Conditions: There are a total of 28 days' holiday per year, holidays cannot be taken during the school holidays or on Bank Holidays as these are our busiest times. There is a half an hour unpaid lunch break. When the Park is open, there is the opportunity to purchase food for lunch with a 50% discount.

Skills:

- Marketing experience, preferably in tourism
- Excellent IT skills
- Good knowledge of social media, utilising each platform to its full potential
- Knowledge of SEO
- The knowledge to produce reports from social media analytics
- Cheerful, confident, people person
- Valid UK Driving Licence
- Good attention to detail
- Good organisational skills and a multi-tasker
- Photoshop knowledge
- Creative copy writing skills
- Ability to work under pressure and within deadlines
- Being a good photographer is useful
- Flexibility regarding hours and days of work
- Ability to remain calm in demanding situations
- Ability to work alone or in a team
- A quick learner
- The ability to communicate effectively both in writing and verbally

Work Tasks:

Following is a list of tasks undertaken by the Marketing Department. The Marketing Coordinator could be involved in any but not necessarily all of the tasks, depending on skills and aptitude.

- **Working closely with the Marketing Team**
  - Marketing planning & strategies
  - Marketing budgets
  - Writing press releases
  - Preparing meeting material
  - Management of diary
  - Preparation of questionnaires and statistics
- **Creative Graphic Design**
  - Adverts, posters, flyers, signs, educational sheets, etc, mainly using Photoshop
- **Promotions**
  - Creating ideas for publicity campaigns, promotions, PR and press releases
  - Set up of publicity photo shoots and taking on-site photographs
  - Prepare media packs and prize bags
- **Brochure Distribution**
  - Booking of outside distribution companies
  - Order brochures from our advertising agents
  - Keeping records of stocks
- **Posters / Flyers**
  - Order the correct number of flyers and posters for promotional purposes.
  - Co-ordinate and keep records of in-house distribution
- **Multimedia adverts for Caravan Park and Theme Park**
  - Booking of space with publishers and websites
  - Order adverts from our agents
  - Keep records of adverts placed and costs
- **Online Booking Ticketing System** (training will be given)
  - Edit ticket prices
  - Compile statistics
- **Website & Internet** (training required)
  - Edit our websites www.woodlandspark.com & www.woodlandsgrove.com
  - Liaise with website designers and ticketing company regarding updates
  - Many websites ask us to advertise – check PR and weigh cost and benefits, monitor hits/referrals using Google Analytics
  - Coordinate and monitor email campaigns
  - Input our entertainment programme to as many websites as possible
- **Discount Ticket Marketing**
  - Keep records of redemptions
- **Meetings & Training**
  - Attend Devon Association of Tourist Attraction (DATA) meetings
  - Attend training as agreed with the Managers

- **Promotions**
    - Set up promotions and book stands at shows for the promotions team
    - Accompany the mascot to shows to promote the Park (some weekend days)
- **Filing**
    - Digital and manual
    - Maintaining an efficient filing system to ensure the smooth running of the department
- **Surveys & Questionnaires**
    - Create customer surveys and questionnaires
    - Compile statistics
- **Events**
    - Assist with the organisation and planning of events in the Park, e.g. Easter, Halloween, Christmas, Entertainers, etc
    - Assist with running events on the day
- **Caravan Park & Theme Park Enquiries & Bookings**
    - Deal with telephone enquiries such as opening times and prices
    - Make bookings using the computerised booking systems
- **Other duties that may arise**