

Creative Content Executive Full Job Description

POSITION:	Creative Content Executive
DEPARTMENT:	IT & Marketing
REPORTING TO:	IT & Marketing Manager
LOCATION:	Northwich, Cheshire
DATE PUBLISHED:	21 st July 2016

POSITION PURPOSE

To drive the creative and strategic content across the Headwater online and offline marketing channels in line with the Headwater brand guidelines and 'look and feel'. To be responsible for the creation and management of the content marketing plan and budgets in order to meet the marketing objectives and drive brand awareness. To support the rest of the Marketing Team by delivering appealing written content, and by providing 'creative flair' and marketing ideas.

QUALIFICATIONS AND EXPERIENCE

- Degree level education, ideally in marketing or business related field.
- Experience of working within a busy and varied marketing department.
- Excellent writing skills, both creative and factual.
- A keen eye for detail reflected in excellent proof-reading skills.
- Experience of working in a B2C environment.
- A key attribute would be real creative flair.
- Experience in travel/leisure industry is desirable.

OTHER SKILLS AND ATTRIBUTES

- Creative flair, imagination and ideas generation.
- Exceptional attention to detail in all aspects of the role.
- Good communication skills with the ability to build strong working relationships both internally and externally.
- Organised and capable of co-ordinating the work of external suppliers whilst managing internal responsibilities.
- Knowledge of graphic applications and experience of working with graphic design agencies.
- Comfortable working to and delivering to agreed timescales.
- Experience of writing and editing blogs in WordPress, or similar publishing platforms.
- Basic knowledge of SEO.

OTHER REQUIREMENTS

- Experience of managing marketing budgets.
- An interest in activity holidays and a good geographical knowledge of Europe.
- This is not a 9-5 role, at times unsociable working hours may be necessary.

General enquiries

01606 720033 info@headwater.com

www.headwater.com

Headwater Holidays Limited, The Old School House, Chester Road, Northwich, Cheshire CW8 1LE



KEY ACCOUNTABILITIES

<p>GENERAL</p>	<p>Work within the Marketing Team to contribute by:</p> <ul style="list-style-type: none"> ▪ Creating and managing a quarterly Headwater content plan across online and offline communications ▪ Coming up with creative ideas in line with marketing objectives and brand guidelines. ▪ Providing appealing and engaging written copy. ▪ Sourcing appropriate images to support on-line and off-line marketing pieces. ▪ Proof-reading the finished article to identify and correct any errors prior to publication. ▪ Work with the Product Team to create content (written and visual) for new products. ▪ Remain up to date with direct competitor activity. ▪ Utilising photoshop and other relevant software/tools to enhance and improve the quality of the images used where necessary. ▪ Sourcing and utilising appropriate and appealing images to emphasise the Headwater 'look and feel' for the website.
<p>OFFLINE MARKETING</p>	<p>To drive the offline marketing strategy and plan, incl. delivery of brochures and direct mail pieces:</p> <ul style="list-style-type: none"> ▪ Overseeing all written and visual content for the brochures and direct mail pieces. ▪ Setting overall timescales and plan for delivery, both – internally and externally. ▪ Managing, collating, improving and including updates provided by the rest of the Headwater team. ▪ Sourcing and utilising appropriate and appealing images to create the Headwater 'look and feel'. ▪ Ensuring the finished brochures and direct mails are delivered on timelines set whilst maintaining accuracy, meeting brand guidelines and continually ensuring Headwater style. ▪ Working with the rest of the Marketing Team to agree mailing populations to meet budget and conversion targets.

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KEY ACCOUNTABILITIES

<p>ONLINE MARKETING</p>	<p>To direct the online marketing communication plan by:</p> <ul style="list-style-type: none"> ▪ Creating and maintaining content plans which tie in with the rest of the marketing activities and communication objectives. ▪ Coming up with new and fresh creative content ideas to maintain customer retention and drive new customer acquisition ▪ Producing and overseeing the written and visual content on the Headwater website. ▪ Monitoring the Headwater website for errors, omissions or content which does not meet the Headwater 'look and feel'. ▪ Utilising the existing ESPs to manage and deliver regular and timely newsletters. ▪ Growing the database and looking for new ways to maintain customer retention and drive new customer acquisition ▪ Managing the Headwater blog and liaising with external contributors to publish regular content on the blog. ▪ Providing the content for landing pages to be created for both – Headwater and external partner websites.
<p>MARKETING PLAN</p>	<ul style="list-style-type: none"> ▪ To compile and provide MI for the annual marketing plan. ▪ To achieve the customer acquisition and retention targets in line with KPI's. ▪ To track and analyse marketing trends and make recommendations to incorporate new initiatives into the overall marketing strategy and plan.

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