



Junior Marketing & PR Executive Full Job Description

Job Title	Junior Marketing & PR Executive
Department	Marketing
Reports To	IT Manager
Direct Reports	None
Working Hours	Primarily 09.00-17.30 Monday to Friday, although you must be prepared to work unsociable hours and weekends during busy periods.
Overview	You'll work closely with the Marketing Team to coordinate and deliver sustained volume growth and profitability for Headwater whilst driving brand awareness through multichannel marketing.

Duties	<p>General: Ensuring the Headwater “look and feel” is evident throughout all communications whilst managing brand guidelines, maintaining direct competitor awareness, planning, and budgeting, as well as recommending and implementing promotional activity.</p> <p>Database Management: Growing and maintaining the accuracy of the enquiry databases whilst monitoring and measuring mailing campaigns to meet targets and increase conversion.</p> <p>Brand Awareness: Promoting Headwater through social media and sponsorship opportunities whilst developing B2C and B2B partnerships and engaging with tourist boards to promote specific regions or countries with a view to obtaining marketing support and funding.</p> <p>Advertising: Working closely with the Marketing Team to produce creative content and identify the most appropriate places to advertise whilst monitoring the results of placements to improve future ROI.</p> <p>Trade Shows and Exhibitions: Sourcing, staffing, promoting, and attending appropriate countrywide events and exhibitions on budget whilst ensuring timely delivery of relevant collateral.</p> <p>Public Relations: Preparing, organising, and accompanying press trips, then following up on feedback to identify and secure future opportunities as well as circulating press trip articles.</p>
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Competencies	<p>You're a star communicator with varied strategic and digital marketing experience in a B2C environment, preferably within the travel industry. Organisation is in your nature and you're confident in your ability to proofread. You're comfortable using systems and software, you're highly analytical, and you genuinely care about the details.</p> <p>You're target-driven and solutions-oriented with the ability to build strong internal and external relationships. You're a commercial marketing champion who finds satisfaction in prioritising your workload whilst maintaining a flexible and proactive approach to your responsibilities, whether you're working autonomously or as part of a team.</p> <p>Experience of planning and managing marketing budgets, a good geographical knowledge of Europe, and an interest in active holidays are a distinctive advantage.</p>
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