

CARRIER

JOB DESCRIPTION			
Company	Carrier Ltd	Role	Marketing Executive
Location	Didsbury, Greater Manchester <i>(Hybrid work: Min 3 days in the office)</i>	Supervised by	Marketing Manager
Date	August 2024	Hours	Full time

About Carrier...

Carrier is renowned for being the best in the luxury travel space, winning the accolade of 'Luxury Tour Operator of the Year', 'Luxury Team of the Year' and 'Luxury Travel Workplace of the Year' as voted by leading experts in the industry. Carrier is also recognised as one of the UK's 100 Best Mid-Sized Companies to work for.

This is a chic and sophisticated brand that embodies a world of beauty and elegance; constantly rising above the rest, we stand out for being different and authentic, creative and extraordinary. Our purpose is to inspire others to be who they can be, to tap into the potential of every trip to have a positive impact on themselves and those around them. We apply this same purpose to our people, tapping into everyone's potential to be who they want to be; be it an inspiring leader, a better parent, a creative thinker or perhaps it's more about embracing challenges, learning new skills, or the desire to give back and contribute more to the world. carrier.co.uk/design/careers/

The opportunity...

As Marketing Executive for one of the finest travel businesses in the luxury sector you will assist the Marketing Manager in delivering the annual communications plan and your mission will be to showcase Carrier and its products in extraordinary and inspiring ways.

This is a great opportunity for an individual who is already in a marketing position or working in the travel industry and is keen to move into the luxury space with a prestigious brand. We are looking for a creative, commercially astute Marketing Executive responsible for campaigns and promotional initiatives, with a focus on direct mail, email marketing, social media and acquisition activity. You will also be the main point of contact for agent partner requests, creating and co-ordinating the production of B2B assets and implementing the trade marketing plan created by the Marketing Manager.

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What you'll accomplish...

Audience: You will develop your understanding of the world of luxury and how to produce content that engages, inspires and entertains an educated, well-travelled, high net worth audience.

Product marketing: Collaborating with the Product team, you will co-ordinate and support the promotional activity of our curated portfolio and product collections across a range of channels.

Campaigns: Support the Marketing Manager with end-to end marketing campaign execution; collaborate on and deliver effective campaigns that drive customer acquisition and retention across a variety of offline and online channels to a HNW and UHNW audience.

Email marketing: Work closely with the wider Marketing team and Studio to create and distribute effective email marketing communications to our B2C and B2B audiences.

Social media: Create engaging written, graphic, and video content while staying up to date on the latest marketing technologies and social media.

Social media: Grow and elevate our social media presence across digital channels and target audiences. Working with the Product/Content teams to develop the editorial calendar for social posts.

Social media: Work with Luxury Travel Designers to create content for social channels and the website following their educational trips and experiences.

Trade marketing: As the main marketing support for the Agency Sales team, you will assist the Marketing Manager with an annual trade marketing plan, be responsible for all B2B promotions and maintain and update the Agent Portal.

Trade marketing: Liaise with the Studio Designer on producing ad-hoc requests for events, individual agent promotions, educational booklets and window displays.

Trade marketing: Work with the Marketing Manager to support trade media activity – providing content for annual agreements with TTG Luxury, Aspire, Advantage and AITO.

Measurement: Tracking and reporting of owned channels to monitor effectiveness of activity and implement improvements.

Additional tasks: Assist in the completion of ad-hoc tasks and projects to support business goals.

Additional tasks: Undertake administrative duties associated with the Marketing department as required.

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Personal attributes and skills we're seeking...

- A travel or marketing background is preferable
- Previous experience with a premium luxury brand is desirable
- Excellent copywriting and proof-reading skills; attention to detail and accuracy of work is essential
- A good eye for design, photography and a creative flair
- Assertive and a good communicator; must be comfortable picking up the phone to people around the world and be adept at getting input from busy staff around the business
- Highly organised and efficient
- The ability to work reactively and proactively to agreed deadlines and in a fast-paced environment; proficient in managing multiple tasks and reassessing priorities on a daily basis
- Good at troubleshooting, resourceful and practical, with a positive 'can do' attitude

Looking beyond just the job...

You will be joining an effective, forward-thinking and dynamic team who drives change and impact by delivering visionary marketing with elegance and charm. You must be a confident team player who can work in innovative ways with a problem-solving attitude – someone who is resourceful, practical and always highlights solutions. Self-motivated with the drive to fulfil your own potential, we need you to be passionate, show a willingness to take on new challenges and support others while fuelling energy into your role.

We will in turn aim to equip you with the skills, knowledge and opportunities required to thrive in your job.