



Job Description

Marketing Executive

Supported by: Head of Marketing

Hours: 35hrs per week

Location: Business Design Centre, London, N1 0QH

Annual Leave: 23 days per annum (rising to 28 over period of service) plus bank holidays

A Contributory Pension Scheme is available to all employees.

Providing unforgettable holidays for over 50 years

Revitalise is both the UK's largest provider of respite holiday breaks, and the UK's largest residential volunteering charity. With 50 years' experience our three holiday centres now provide close to 5,000 essential breaks each year for disabled people and those who care for them.

At Revitalise we work hard to create amazing holidays for our disabled guests and their carers. We like to come to work determined that the world is going to be a slightly better place for people at the end of today than it was yesterday, and that we're going to help make that happen.

Your role

Once you believe in something, your powers of persuasion are unstoppable. And you will believe in Revitalise.

Like Neo from the Matrix, you see data differently. Google Analytics and Campaign Monitor reports are exciting and insightful to you, and give you food for thought.



You speak from the heart and people trust you, and you know how to make things look their best.

You get a rush when people read your work; their eyebrows go up, and they smile. You have a natural talent for making things sound and look good.

Summary of key duties

1. Content management of the charity's website
2. E marketing
3. Social media
4. SEO monitoring and improvements
5. Direct Marketing campaigns both on and offline
6. Google Analytics & AdWords monitoring and reporting
7. Analysis of data and campaigns
8. Supporting the marketing team as a whole with marketing and PR as needed

Other Duties

- To Attend and contribute to team meetings as required.
- Supporting the fundraising and volunteer recruitment and increase bookings with a focus on new bookers.
- To represent the charity at exhibitions and events as required
- To undertake other duties as may be requested by the Marketing Manager

Basic requirements

- Good understanding of the entire marketing mix including PPC, SEO, advertising, print, PR, website and e-marketing
- Proven creative skills, with ability to work from concept to delivery
- Strong copywriting skills
- Strong design skills
- Excellent interpersonal and communication skills
- Experience of website content management
- Project management experience – key is the ability to self-manage to strict deadlines.
- Results focused



Knowledge and experience of

- Databases and CRM systems
- Microsoft Office Suite
- Adobe Creative Suite – InDesign or similar (essential)
- Web design / Content Management Systems
- E-marketing software – Campaign Monitor or similar (essential)
- Google Analytics & AdWords (desirable)
- Strong spoken and written communication skills
- Presentable, confident and able to communicate at all levels
- Pro-active, self-starter
- Strong multi-tasking capabilities
- Flexible approach to working hours during peak times
- Positive team spirit
- Ability to effectively prioritise and execute tasks
- Innovative and open to learning

Person Specification

CATEGORY	Essential	Desirable	Evidenced By
Skills			
Excellent interpersonal and communication skills	X		Interview
Able to work with minimum supervision	X		CV and Interview
Knowledge of Adobe Creative Suite InDesign	X		CV and Interview
Technical skills in data manipulation software Excel, Access (SQL beneficial but not required)		X	CV and Interview



Strong copywriting skills	X		Test
Strong multi-tasking capabilities	X		CV and Interview
Work Experience			
Experience with Direct Marketing or marketing databases.	X		CV and Interview
Expertise in data integration and analysis.	X		CV and Interview
Experience developing intelligent business analysis outputs		X	CV and Interview
Project management experience - key is the ability to self-manage to strict deadlines.		X	CV and Interview
Experience with data, analytics with exposure to data handling and integration.	X		CV and Interview
Proven creative skills, with ability to work from concept to delivery	X		CV and Interview
Experience of social media, YouTube, blogs and forums.	X		CV and Interview
Commercial awareness and understanding of business development	X		CV and Interview
Ability to communicate effectively	X		CV and Interview
Good understanding of the entire	X		CV and Interview



marketing mix including SEO, PPC advertising, print, PR, website and e-marketing			
Personal Qualities			
Positive attitude towards disability	X		Interview
Committed to equal opportunities	X		Interview
Adaptable to different situations	X		Interview
Driven by results and is target driven	X		Interview
Pro-active, self-starter	X		
Ability to effectively prioritise and execute tasks	X		
Innovative and open to learning	X		
Other			
Ongoing good health record	X		CV and Interview
Flexible approach to working hours during peak times and a positive team spirit	X		Interview
Committed to diversity and equality	X		Interview
Empathy with the charity's aims and values	X		Interview