



## Marketing Assistant, Devon & Dorset



## A little bit about The Original Cottage Company...

Set up by Richard & Lesley Ellis, Norfolk Country Cottages commenced trading in January 1992 from the family kitchen table. Since then, with enthusiastic organic growth and judicious acquisitions, we have grown to be the largest family-owned, independent holiday cottage company in the country, known collectively as The Original Cottage Company (TOCC).

Having our local brands means we can give that local, personal touch to our homeowners and holidaymakers alike. Being part of a bigger family means we can also offer more professional marketing, IT and accounts services than would not be possible with a smaller company. We believe this gives the best of both worlds and is unique in our industry.

Our big competitors think we are crazy for having so many offices, staff and brands and our small competitors dream of having the expertise that we can offer. This is the reason we have grown every year since 1992.

We foster universally high standards and take a strongly ethical approach when dealing with our employees. We believe in playing to people's strengths and are proud of our reputation for flexibility and fairness as an employer, providing a professional, innovative and fun place to work. This is reflected in the fact that many of our employees are long-serving and thus very experienced.

As an award-winning employer, we take delight in seeing our employees develop and grow within the business. We are proud to be a true family business with a strong set of values which guide and inform the way we work. We are;

- |                |            |                    |
|----------------|------------|--------------------|
| - Family owned | - Local    | - Friendly         |
| - Reliable     | - Honest   | - Customer focused |
| - Innovative   | - Flexible | - Progressive      |
| - Fun          |            |                    |



"It's lovely to work for a company where you really feel valued and part of the family. Although we're all dotted around the country, there's a great feeling of closeness and support."

Laura Brench

## Job Description - What's the job all about then?

**Job Title:** Marketing Assistant

**Purpose:** The purpose of the Marketing Assistant is to co-ordinate marketing activity for the Original Cottage Company brands across Devon and Dorset. The Marketing Assistant should strive to ensure that brands are marketed consistently within brand guidelines and to a high standard, to create strong and visible brands.

**Location:** The position will be based at one of the Devon or Dorset offices of the Original Cottage Company but can be home-based if there isn't an office within 20 miles of the successful candidate's home address. The Marketing Assistant will be required to travel to other offices or properties and attend meetings across Devon and Dorset on a weekly basis. Occasional travel to other parts of the UK including the Group Services Office in Reepham, Norfolk, other brands within the group and other destinations may be required.

**Reports to:** The Marketing Assistant reports to the Devon and Dorset Marketing Manager or the TOCC South West Manager in the absence of the Devon and Dorset Marketing Manager.

**Staff Responsibilities:** The Marketing Assistant has no staff reporting to him/her.

**Liaison and Main Contacts:** Due to the wide area covered by the Marketing team, much of the interaction with the Devon and Dorset Marketing Manager will be performed remotely, therefore the candidate must be self-motivated and have excellent time-management skills. The Marketing Assistant also works closely with colleagues throughout the Devon and Dorset brands and Group Services, design agencies, national and local advertisers and others.

**Special Features:** Some work outside normal office hours and weekend work may be required and the Marketing Assistant is also required to attend shows and engage in other promotional activity as required.

### Responsibilities and tasks:

#### Websites

- To be Website Champion – co-ordinate the writing and uploading of fresh content and blogs, fix broken links, co-ordinate and load banners. Liaise with specialists in Group Services who provide support when required
- Regularly check the websites (with other members of the team) to ensure images appear correctly, pages load, links work, and attributes display correctly
- Maintain regular contact with the Marketing team in Group Services and follow their guidance with regards to search engine optimisation and link building
- Maintenance of the owner and guest area of the websites
- Ensure brand content on third party websites is up to date

### **Communication with our customers, enquirers and homeowners**

- Assist the Devon & Dorset Marketing Manager in the design and copywriting for planned direct emails, direct mails and other communications, being aware of, and meeting deadlines
- Assist the local managers in writing and producing the Homeowner Newsletter
- Actively seek new guest offers through local businesses, implementing and maintaining them
- Support the Devon & Dorset Marketing Manager in setting up competitions to build our database and improve customer engagement
- Consider ways to measure the success of our communications and report on these

### **PR**

- Write press releases for the company for local press
- Be the first point of contact with our PR agency with any requests, also keep them informed of what we are doing, particularly anything new or innovative
- Assist the Devon and Dorset Marketing Manager in organising visits by journalists (and generating PR from them)
- Generate PR from anything new or innovative – great holiday experiences, customers returning many times, etc.
- Maintain a portfolio of evidence to support entry for local, regional and national awards, then generate PR from awards won

### **Social Media**

- Look after the brands' social media accounts and create dynamic written, image-led and video content to encourage engagement
- Interact through social media with other Original Cottages brands and local businesses and be aware of competitor activity
- Liaise with the marketing team in Reepham, Norfolk regarding competitions, posts and advertising to gain bookings, new followers, and keep existing followers engaged

### **Printed materials**

- To liaise with a design agency, providing succinct briefs for printed advertising, ensuring it is conveying the right messages for the audience
- Consider opportunities within the printed advertising schedule to promote offers and campaigns
- Consider ways to measure the success of our printed materials and report on these
- Produce signs for homeowners' properties

### **Events**

- Co-ordinate the design and print of materials for shows and other events
- Assist in the preparation and set up of event materials
- Attend events with other members of the team as required
- Track the success of the event to inform future planning

## **Magazine**

- Assist the Devon and Dorset Marketing Manager in the design of the brands' magazines including copy, design, photos and proofing
- Coordinate the printer's proofs for the Devon and Dorset Marketing Manager to sign off
- Track the success of the magazine by tracking promotional codes and other offers

## **Planning and Strategy**

- Assist the Devon and Dorset Marketing Manager in advanced planning of marketing activity
- Assist the Devon and Dorset Marketing Manager in identifying content needs for the year ahead
- Assist the Devon and Dorset Marketing Manager in reviewing trends, best practice and seeking new opportunities, particularly with online visibility
- Inputting to and updating the annual brand schedules

## **Supporting the team**

- Championing the brands within the teams
- Support the property recruiters in providing up-to-date materials including flyers, postcards and examples of our marketing activity
- Support the teams in writing copy, designing newsletters and other communications to housekeepers
- Support the local teams with ideas and guidance for social media content and campaigns

The above list of responsibilities and tasks is not exhaustive, and the Marketing Assistant may be required to do other tasks, be involved in projects or have other responsibilities in support of the aims of the business or the overall purpose of the role. At all times the Marketing Assistant is required to make optimum use of his/her time, to work in an efficient and effective manner and to avoid duplication of effort.

## Person Specification - Our perfect candidate...

### Experience / Knowledge

Essential	Desirable
<ul style="list-style-type: none"><li>• At least one year's experience gained in a consumer marketing role</li><li>• Experience of working effectively and successfully through a variety of digital, social and traditional media</li><li>• Experience of creating and responding to PR opportunities and ensuring they receive maximum exposure</li></ul>	<ul style="list-style-type: none"><li>• Experience of marketing gained within the tourism industry</li><li>• Experience of booking and attending shows and events</li><li>• Experience of improving website performance through Search Engine Optimisation</li></ul>

### Skills

Essential	Desirable
<ul style="list-style-type: none"><li>• Excellent written English, strong copywriting and proof-reading skills</li><li>• Organised and methodical with ability to multi-task across several projects</li><li>• Good eye for design aesthetics</li><li>• The ability to interpret data and draw the correct inferences from it</li><li>• Ability to work to tight deadlines</li><li>• Ability to prioritise and manage time well</li><li>• Ability to work collaboratively with teams in other locations</li><li>• Ability to identify opportunities and respond proportionately to them</li><li>• Full current driving license and the use of a car</li><li>• Sound judgement and decision-making abilities</li><li>• Confident negotiating and persuading skills</li></ul>	<ul style="list-style-type: none"><li>• A confident communicator with good professional presentation skills</li></ul>

## Qualifications

Essential	Desirable
<ul style="list-style-type: none"><li>• A good general standard of education, including GCSE English or equivalent</li></ul>	<ul style="list-style-type: none"><li>• A degree or diploma in a marketing-related discipline</li></ul>

## Personal Attributes

Essential	Desirable
<ul style="list-style-type: none"><li>• A positive, can-do, energetic, passionate approach to achieving things</li><li>• Capacity for innovative and creative thinking</li><li>• Flexible and adaptable to changing demands and new challenges</li><li>• Self-starter</li><li>• A strong teamwork ethic and collaborative working style that will build relationships among colleagues and others</li></ul>	<ul style="list-style-type: none"><li>• An understanding of consumer behaviour – understanding how and why people behave as they do and how they are likely to respond to marketing images and messages</li><li>• Have a sense of fun!</li></ul>



"It is refreshing and rewarding to be employed by a business which encourages the importance and value of 'local', bringing great support to local businesses and the community."

Sue Lee

## The Nitty Gritty

- We offer attractive working conditions and a very strong team working ethos in which people are encouraged to feel part of "the family".
- The normal hours of work will be 37.5 hours a week, to be worked on days and at times agreed with your line manager.
- A competitive rate of pay is offered, depending on experience.
- 22 days holiday a year (plus bank holidays) and nobody works on their birthday! The longer you work with us then the better holiday and conditions you receive – we value longevity and loyalty.
- We operate a company contributory pension scheme.
- In a steadily growing company such as this, the career opportunities are there for further advancement into any part of the business – promoting from within being a major part of our business philosophy and values.