



# *Brand Activation Assistant*



*Department: Marketing*  
Location: Yorkshire, Lake  
District & Cumbria (Home-  
based)



## 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 teams 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 and staff, 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*



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

### Overview

To passionately champion the value and uniqueness of our Brands internally and externally, with colleagues and customers alike.

You will support the implementation of campaign plans to drive strategic and sustainable growth for our Brands. To achieve this, you will assist the brand team in delivering insight driven marketing according to the timelines agreed. These will be consistent and in line with national brand plans, although there will be occasional circumstances where localised activity is encouraged and approved. In such cases, you will be expected to proactively seek and raise awareness of these opportunities. An important and potentially frequent task within this role will be to uncover and collate information about local areas – the hidden gems that only the locals know about. Proactively thinking outside the box will be essential to seeking out this content. Forming excellent relationships across the wider teams will also be key to ensuring that you are up to date and in the know about local events, locations, opening's and closures. You will be the local marketing champion for our brands in Northumberland, Yorkshire, the Lake District, and Derbyshire and the Peak District. This is a home-based position, but regional travel will be required.

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### *Responsibilities & Tasks*

- Work cross functionally to succeed as one family of brands, locally and nationally.
- Advocate for and aid the transition to one brand
- Alongside your Brand Activation Manager (BAM), support the implementation of campaigns locally across Northumberland, Yorkshire, the Lake District, and Derbyshire and the Peak District
- Use the OCF guidelines when necessary to ensure all brand assets are correctly applied across local channels. This may include:
  - Window displays
  - Printed materials, such as homeowner guides
  - In-property materials, such as welcome notes/information folders
  - Local/country-wide events in line with overarching brand strategy
  - Local ATL when in line with national strategy, signed off centrally
- Support your BAM in harnessing information from across the local teams to uncover the very best, truly local hidden gems, in line with the content and/or campaign calendar themes and targets provided by your line manager





- Support your BAM in responding to ad-hoc requests from time to time. These may include requests from the following channels:
  - Email Comms
  - Paid and Organic social
  - Website content
- Build and maintain local relationships which help meet the objectives of:
  - Enhancing brand awareness
  - Generating recruitment leads
  - Securing 'on brand' holiday extra offers for our holidaymakers.
  - Securing valuable links for our websites
- Keep your line manager up to date with any parts of the portfolio (not individual properties) that need specific attention, so that this can be addressed through performance marketing channels.
- When required, help to provide the information for PR opportunities
- Support your BAM in completing local campaign and brand insights for the North region by sourcing and providing the data required for their analysis
- Meet on a monthly basis with the other Regional Brand Activation Managers and the Head of Brand to:
  - Proactively input to the brand campaign plan, feeding local needs and opportunities into the Head of Brand, to ensure that widespread 'on the ground' opportunities are being met with centralised solutions.
  - Receive updates on upcoming developments and campaigns



## *Person Specification - Our perfect candidate...*

You will be an aspiring brand or marketing manager, eager to learn more about how we can work together to bring to life our brand vision and values, both internally and externally. With this in mind you will champion our brands, representing them across Northumberland, Yorkshire, the Lake District, and Derbyshire and the Peak District alongside your line manager. You will be a natural team player, forming strong and authentic relationships with your local colleagues. Outside of your local offices, you will also develop an excellent network through collaborating cross functionally with



stakeholders. Your genuine passion for the North will match your enthusiasm to discover local knowledge, both independently and from across the TOCC team. You will therefore not only know the go-to colleagues for local hidden gems, you'll care about what this expertise means for the experiences that we can offer potential and existing Holiday Makers/Homeowners. This passion will be complemented by your attention to detail to ensure accurate, efficient, and effective campaigns are implemented. As we move into the next phases of our brand strategy, you will be open to, and energised by change, constructively contributing to current and future strategies to secure their local and national relevance.

## *Essential Skills*

### **Skills/Qualifications**

- Exceptional communication skills, both verbal and written, with the ability to tailor the message and tone to achieve the desired response from a variety of audiences, both internally and externally.
  - Excellent attention to detail
  - Excellent relationship building
  - 1 year brand and/or marketing experience or equivalent qualification (ideal but not essential)
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## *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 hours of work will be 37.5 hours a week Monday to Friday.
  - 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.
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## *Interested? This is how to apply...*

Please send a CV and covering letter (this is important to us) with a little bit about you and why the job appeals to you. This should be addressed to Stacey Turnbull and sent to us using the contact details below. The closing date is 7<sup>th</sup> June 2021 but don't delay as we encourage early applications. We look forward to hearing from you soon.

### **Email**

[s.turnbull@originalcottages.co.uk](mailto:s.turnbull@originalcottages.co.uk)

### **Office Address**

Bank House, Market Place, Reepham, Norfolk, NR10 4JJ.

### **Website**

[originalcottages.co.uk/about-us/working-with-us](http://originalcottages.co.uk/about-us/working-with-us)