



JOB SPECIFICATION

JOB TITLE	Brand Activation Assistant
REPORTING TO	Brand Activation Manager
LOCATION	Wales

ROLE SUMMARY

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 sourcing valuable data to drive insight led marketing plans. These plans 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 support your Manager in uncovering and collating information about Wales. Forming excellent relationships across the wider teams will be key to ensuring that you are up to date and in the know about local events, locations, opening's and closures.

Note: travel across Wales will be required to fulfil the role tasks and objectives.

KEY RESPONSIBILITIES FOR THIS ROLE

- Work cross functionally to succeed as one family of brands, locally and nationally.
- Alongside your Brand Activation Manager (BAM), support the implementation of campaigns locally
- 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 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 Wales 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

RESPONSIBILITIES FOR ALL ROLES AT TOCC

1. Support and promote the company's purpose, vision and values, using them to underpin your working practice
2. Work collaboratively, constructively and courteously with your immediate team and colleagues across the business
3. Use IT systems and equipment effectively, in line with company policy and agreed best practice
4. Adhere to all relevant workplace regulations, policies and procedures, including those relating to equality and diversity, health and safety and data protection
5. Undertake any other tasks that may reasonably be requested, including contributing to business projects

PERSON SPECIFICATION

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 Wales 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 Wales 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.

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 (graduate in relevant field would be considered)

KEY PERFORMANCE INDICATORS

Specific targets TBC, overarching KPIs will focus on:

- Feedback from Key Stakeholders
- Driving OC brand engagement (utilising local brands to do so)
- OC share of sales
- Regional booking/sales targets
- Campaign performance
- % of repeat customers
- % of new customers
- H/o recruitment targets