



POSITION DESCRIPTION

Position title:	Marketing & Sales Assistant – Full Time, permanent contract
Brand/Department:	HAGGIS Adventures, Highland Explorer Tours, The Skye Inn & Morag's Lodge
Salary:	£24,960
Reports to:	Marketing Manager
Adjacent relationships:	Marketing & Sales Executive, Trade Marketing & Sales Executive
Location:	Canning Street, Edinburgh (hybrid working available)
Work pattern:	Monday-Friday, 40hrs per week, flexibility as required including occasional weekends.

ABOUT RADICAL TRAVEL GROUP

Tours

Radical Travel Group is a collective of like-minded companies who share a passion for travel. HAGGIS Adventures and Highland Explorer Tours have been offering award-winning tours throughout Scotland for the past 30 years.

As a collective we have always stuck stubbornly to our mission – to make every trip we run the best yet. We believe that our country's culture, history, myths and legends can only truly come to life through a local guide.

Accommodation

The Skye Inn is based in Portree on the Isle of Skye. A fantastic boutique B&B offering high-quality accommodation and service in the Scottish Highlands. Set in a spectacular location, The Skye Inn is the newest addition to the Radical family.

Morag's Lodge is a top quality 4* hostel located on the Great Glen Way in Fort Augustus, just a short walk from the banks of Loch Ness.

POSITION PURPOSE

The Marketing & Sales Assistant will support the Marketing Manager, the Marketing & Sales Executive and the Trade Marketing & Sales Executive with key marketing and business strategies. The role has a key focus on creating and curating content for online and offline channels, supporting the growth of our digital audiences, developing strategies to increase engagement and ensuring our websites are accurate.

KEY RESULT AREAS & RESONSIBILITIES

- Be a brand ambassador, consistently exhibiting the brand attitude and values.
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers, agents and partner organisations.
- Implement specific marketing campaigns and new sales strategies as directed.
- Create and curate content and manage social media channels where required.
- Reporting on and analysing digital campaigns.
- Brochure proofing and print management.
- Monitoring and analysis of competitors and other stakeholders.
- Work with the Marketing and Sales & Reservations teams to develop initiatives to maximise cross-selling and new business opportunities.
- Support in the work we do with bloggers/vloggers.

- Attend key networking events.
- Achieve KPIs in line with marketing plan and budget.
- Ensure all inquiries are responded to efficiently and professionally to maximise business potential.
- Brand communications: assist in championing the HAGGiS Adventures, Highland Explorer Tours, The Skye Inn, and Morag's Lodge brands in-line with the brand guidelines.
- Website maintenance
- Complete administrative tasks related to sales and marketing activity.
- Working in the Sales & Reservations team as and when required.
- Supporting the Marketing Manager and other colleagues in the wider team.
- Travel around Scotland where required.

EDUCATION

- Qualifications in Marketing would be well regarded for this position, although alternative relevant experience would also be considered.

REQUIRED SKILLS, EXPERIENCE & PERSONAL TRAITS

- A passion for marketing, sales, communications, digital marketing, advertising and/or content creation
- Excellent interpersonal skills, verbal and written communication
- Good organisational skills with the ability to multi-task
- Exceptional attention to detail
- Highly motivated, confident, resilient and has a positive attitude
- Passion for creativity
- Energetic team player
- Fundamental Microsoft Office skills

USEFUL ADDITIONAL EXPERIENCE

- Experience in / or an understanding of the tourism industry
- Customer service experience and focus
- Personal travel experience
- Offline marketing experience and some focus on print delivery and brochure production
- Prior experience and proven track record of successfully running digital marketing campaigns
- Using web-based analytics to improve digital performance
- Working with bloggers & vloggers – particularly travel related
- Working with Adobe Creative Suite
- Active on key social media channels

This position requires a highly motivated and committed individual who is results-driven and thrives in a dynamic and challenging environment. You will be a team player with a can-do attitude.