



## POSITION DESCRIPTION

<b>Position title:</b>	<b>Marketing &amp; Sales Assistant – Full Time</b>
<b>Brand/Department:</b>	HAGGIS Adventures, Highland Explorer Tours, The Skye Inn & Morag's Lodge
<b>Salary:</b>	£21,000-£23,000 (dependent on experience)
<b>Reports to:</b>	Marketing Manager
<b>Adjacent relationships:</b>	Marketing & Sales Executive
<b>Location:</b>	Canning Street, Edinburgh (hybrid working available)
<b>Work pattern:</b>	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 28 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 and the Marketing & Sales Executive with key marketing and business strategies. The role has a key focus on developing, managing and maintaining positive partnerships with Edinburgh and Inverness' travel agents, hotels, hostels and visitor attractions.

## 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.
- Proactively seek out opportunities with agents, hostels and hotels to sell our tours and maintain positive relationships to maximise sales.
- Implement specific marketing campaigns and new sales strategies as directed.
- Create content and manage social media channels where required.
- Reporting on 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 sales and networking events.
- Achieve KPIs in line with marketing plan and budget.
- Ensure all inquiries are responded to efficiently and professionally in order 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.
- Assist with website updates and broader content management of third-party media and other marketing-related tasks.
- 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 to Inverness 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
- High attention to detail
- Highly motivated, confident, resilient and 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 SEO and 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.