



Job Vacancy

Marketing Officer

Go East Anglia are looking for a self-reliant Marketing Officer to join our commercial team. You will be expected to:

- Devise customer research and evaluate the results to inform the strategy of future marketing campaigns.
- Manage relationships with suppliers to ensure good quality price and lead time.
- Confidently interpret a design brief to produce posters of high quality to be used for marketing purposes for individual Go East Anglia brands.
- Help lead on internal communications so that our front line staff are fully aware of all new products and services.
- Have a strong social media and digital marketing awareness and be able to utilise both as a powerful marketing and communications tool.
- Plan and design email campaigns with support from the Go-Ahead eCRM manager.
- Update and amend existing timetables and route maps to current requirements.
- Ensure websites are current and updated with correct information and use them to support marketing activities and plans.
- Organise marketing ideation sessions to ensure input from the team into campaigns.
- Represent our brands at stakeholder meetings ensuring we are professional presented at all times.
- Organise and take part in promotional activities in various locations as required
- Organise and deliver PR activity as required with support from the wider team.
- Be aware of any copyright laws and use of graphics associated with design.
- Attend regular Go-Ahead Group Marketing Forums and to engage with peers across the business to identify best practice

In order to be successful you will have an eye for detail, a passion for creativity, be able to manage your own time to meet tight deadlines whilst working under pressure, be comfortable working within diverse teams but able to work on your own initiative. You will have a proven track record in a marketing role and be able to demonstrate delivery of campaigns.

Applications should include a copy of your CV and a covering letter - please apply to sarah.williams@goeastanglia.co.uk.

Closing date 1 June 2019