

# JOB DESCRIPTION

Job Title:	Marketing Officer
Reporting to:	Marketing and Communications Manager
Responsible for:	Primarily the digital marketing aspects of the business, though other non-digital aspects of the business will form part of the role. Marketing collateral production including design work, managing stock levels and publicity distribution. The successful candidate should have experience using Adobe InDesign and Illustrator.
Job Location:	The primary location will be our Head Office: Cowley House, Watlington Road, Oxford, with an expectation to travel occasionally to other areas in which our sister companies operate. A full driving licence is essential for this role.
Main Purpose of Job:	To support the Marketing and Communications Manager in successfully meeting the marketing and publicity team objectives, including taking responsibility for specific activities as delegated by the Marketing and Communications Manager, including contributing to the design and content of both online and offline marketing collateral and publicity distribution.
Duties:	<p>Being a small department, duties are varied and change considerably according to the needs of the business. The department also provides services to sister companies (Thames Travel, Carousel Buses and City Sightseeing Oxford) so these duties are also applicable to those companies. Duties include, but are not limited to:</p> <ul style="list-style-type: none"><li>• Producing publicity for on-bus and bus stop displays and liaising with print and design agencies to produce other marketing collateral including, but not limited to, literature, advertisements and exhibition materials</li><li>• Maintenance of on-bus vinyls</li><li>• Delivering the company's eCRM strategy</li><li>• Maintaining company websites</li><li>• Delivering the social media strategy</li><li>• Developing and administering other digital marketing strategies</li><li>• Producing internal communications such as drivers' handbooks, posters, notices, etc.</li><li>• Occasionally distributing publicity at bus stops, Oxford Bus Company outlets and third-party outlets. (Must have driving licence).</li></ul>

- Updating of on-bus electronic screens and destination equipment (training will be given)
- Attending events to promote the Company
- Maintain and develop relationships with third-party resellers
- Any other reasonable duties

***Flexibility in working hours is required for this role due to the limited opportunities to display and update material on board buses during normal working hours.***

**Performance Measures:**

- Meeting objectives as set by the Marketing and Communications Manager
- Efficient and robust control of marketing collateral stock
- Ability to prioritise and manage tasks often with challenging timescales
- Accuracy and ability to meet tight deadlines
- Attendance

**Economic Conditions:**

Salary £20,000 - £25,000 per annum.

**Promotion Prospects:**

Oxford Bus Company actively encourages development from within the Company.

**Company Content:**

Oxford Bus Company is a part of the Go-Ahead Group plc., which is one of the major public transport operators in the country. Oxford Bus Company has a total workforce of approximately 600, and operates around 160 buses and coaches in and around Oxford, as well as central London, and Heathrow and Gatwick airports.

**Closing Date for completed applications: Friday 30th August 2019**

**Please email your completed application to: [jobs@oxfordbus.co.uk](mailto:jobs@oxfordbus.co.uk)**

**For further information, please phone: 01865 785400**



### PERSON SPECIFICATION

	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> <li>Strong, proven marketing background, especially in the digital aspects such as website design, e-CRM and social networks</li> </ul>	Degree in Marketing
Specialist Knowledge & Skills	<ul style="list-style-type: none"> <li>Campaign formulation and implementation, including the use of the Adobe suite of design products and writing copy</li> <li>Proof-reading skills and attention to detail</li> </ul>	Strong data analysis skills
Relevant Experience	<ul style="list-style-type: none"> <li>Experience in a similar position, particularly in working through every aspect of the marketing campaign life cycle</li> <li>Experience in design and production of printed literature and liaising with design and print firms</li> </ul>	3 years experience in a marketing role
Interpersonal & Communication Skills	<ul style="list-style-type: none"> <li>Proven ability to communicate effectively, orally and in written form with individuals and groups at all levels</li> <li>Proven ability to work alone and complete projects in an efficient manner</li> <li>Ability to contribute positively as an effective team member</li> <li>Dependable, flexible, reliable and self-motivated</li> <li>Able to plan and prioritise</li> </ul>	
Additional Requirements	<ul style="list-style-type: none"> <li>Full manual driving licence</li> </ul>	

**PRIVATE AND CONFIDENTIAL**

**APPLICATION FOR EMPLOYMENT**

1. Position applied for

**Marketing Officer**

2. Personal Details (Please complete this section in capitals)

First name

Last name

Address

Post Code

National Insurance Number

3. Your Contact Details (including codes). Please tick your preferred method of contact

Email

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Home number

--	--

Work number

--	--

Mobile

--	--

**Emergency Contact / Next of Kin**

Name

Telephone (incl.code)

Address

Relationship to you

**4. Interview**

Are there any adjustments that may be required to be made should you be invited to interview?

**Yes/No.** If yes, please state below. (For example the Drivers' computer theory test can be done on an audio format and up to 25% extra time given for the maths test)

### 5. Education & Qualification Details

Please provide details of your level of education and qualifications associated with the role:

Education level achieved
Qualifications achieved

### 6. Employment Details

Please list below your present and past employment for the last 5 years beginning with your current or most recent job. Explain any employment gaps. **Please continue on a separate sheet if necessary.**

Name and address of employer	Dates	Job Title, Salary	Reason for leaving
	From  To	Position  Salary	
	From  To	Position  Salary	
	From  To	Position  Salary	
	From  To	Position  Salary	

## 7. Previous applications of employment

Give details of any previous applications or employment with The Oxford Bus Company		
Dates	Job Title	Reason for leaving

## 8. Security Declaration

Have you ever been convicted, imprisoned, fined or cautioned for any offence other than motoring, or bound over to keep the peace? **Yes/No. If yes, please give details.** Spent convictions within the meaning of the Rehabilitation of Offenders Act 1997 need not be disclosed

Date	Offence	Court	Sentence or Order

## 9. References

Please give the name and address of **two** referees. They should not be related to you and should include, if possible, your present employer (or if you are a school leaver, your Head Teacher). If one of your referees is your current employer please indicate whether we may contact prior to interview. 1. **Yes/No** 2. **Yes/No**

<b>1. Name</b>	<b>2. Name</b>
<b>Address</b>	<b>Address</b>
<b>Post code</b>	<b>Post code</b>
<b>Telephone number</b>	<b>Telephone number</b>
<b>Email</b>	<b>Email</b>
<b>Employer Yes/No</b>	<b>Employer Yes/No</b>

### Please note

References are requested for all new employees. If a reference contradicts information given by the employee or is, in our sole opinion, unsatisfactory, the company reserves the right to terminate his or her employment immediately observing any appropriate notice period.

## 10. Competencies (Essential requirements for this position)

- Full manual car licence
- Able to work with minimal supervision but keeping management informed of tasks in hand
- Able to take ownership of problem and follow through to conclusion
- Able to cope in a hectic environment and multitask.
- PC competent in Word, Excel, Adobe In Design and Illustrator
- Experience of producing marketing and publicity collateral
- Accuracy in tasks undertaken with high attention to detail
- Able to work out of office hours, including early mornings, overnight and weekends if the needs of the business require it
- Able to control levels of stock ensuring adequate supplies but minimal wastage
- Able to negotiate and liaise with outside agencies and maintain good working relationships
- Ability to prioritise and keep to tight deadlines

## 11. Relevant Skills, Knowledge and Experience

Please demonstrate how you feel you meet the competencies listed on Page 4 (section 10) by describing any relevant knowledge, qualifications, skills and experiences; either from your current or previous roles, or from other relevant situations such as activities outside work. Failure to provide any information will result in your application being automatically rejected. **Please continue on a separate sheet if necessary**

**12. Availability for Employment**

Please state notice required by your current employer

**13. Bank Details**

Do you hold a UK bank account for payment of wages? **Yes/No**

**14. How did you become aware of this vacancy?**

Normal newspaper advertisement **Yes/No** Local free paper advertisement **Yes/No**

Jobcentre **Yes/No** Other (please state)

**Current Employees of Go-Ahead Group only**

Transfer agreements exist between the various Go-Ahead Group companies. Please indicate below the name/details of your current Go-Ahead employer. Please note that Go-Ahead colleagues will have to submit to our normal recruitment process.

**Company Name**

**Company Address**

**Contact Name/Department**


**Please note**

This application form is designed to avoid any possibility of unfair discrimination. Applicants should avoid enclosing CV's unless specifically invited to do so at a subsequent interview. You are advised that enclosing any uninvited documentation of any description will result in automatic rejection of the application.

**Declaration and Consent**

All employment is subject to satisfactory references, medical examination and period of probation.

I, the undersigned, understand that if I accept any offer of employment and any of the above information is subsequently found to be incorrect, my employment may be terminated forthwith.

**Signed**

**Date**

The information provided on this application form is protected by data legislation and will be used for the purposes of processing your application and statistical and audit purposes. By signing below you give your consent for the Company to hold this information.

**Signed**

**Date**



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## Equal Opportunities Monitoring

### THIS INFORMATION WILL NOT FORM ANY PART OF OUR RECRUITMENT DECISION

This page will be separated from your application and will be used solely for monitoring purposes.

The Oxford Bus Company recognises the benefits of a diverse workforce and is committed to treating all employees equally regardless of race, gender, disability, religion, belief, sexual orientation or age. Applications are welcome from all sections of the community.

Gender: Male  Female  Date of Birth \_\_\_\_\_

Do you consider yourself to have a disability? **Yes/No**. If yes, please state the nature of your disability below

The Disability Discrimination Act defines disability as "A physical or mental impairment which has a substantial and long term effect on the ability to carry out normal day to day activities".

(If yes, a member of our team will contact you to discuss your requirements)

### Please indicate your ethnic origin

#### A. White

British       English       Scottish       Welsh       Irish  
 Any other white background (please specify)

#### B. Mixed

White and Black Caribbean       White and Black African  
 White and Black Asian       Any other mixed background (please specify)

#### C. Asia, Asian British, Asian English, Asian Scottish or Asian Welsh

Indian       Pakistani       Bangladeshi  
 Any other Asian background (please specify)

#### D. Black, Black British, Black English, Black Scottish or Black Welsh

Caribbean       African       Any other Black background (please specify)

#### E. Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh or other ethnic group

Chinese       Any other Chinese background (please specify)

#### F. Other (please specify)



Dear Applicant

In order to comply with the Data Protection Act 1998, please could you complete this disclaimer giving your permission for a previous employer to provide a reference.

**PLEASE ENSURE THAT YOU SEND THIS FORM BACK TO US WITH YOUR APPLICATION**

**Section 1 - Your Details**

Name:

Address:

NI Number:

Type of Enquiry:     Job reference

**Section 2 - Consent**

I confirm that I give you permission, as a previous employer, to disclose information relevant to my employment record with you to Oxford Bus Company.

Name:

Signed:

Date: