



European tourism association

## Marketing Executive

ETOA – the European tourism association is the trade association for tour operators and suppliers in European destinations.

We are currently looking for a Marketing Executive to join our Marketing Department. As a Marketing Executive you would support the team in all activities undertaken.

### Responsibilities

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- > Production of email marketing campaigns that support membership and event sales
- > Support the Marketing Manager in the production of email communications and market-specific content campaigns
- > Design of CRM campaigns, membership activities and lead generation
- > Event follow-ups, creating online surveys and producing feedback reports
- > Maintenance of the website, including copywriting, creating and uploading content
- > Monthly reporting on website statistics
- > Support the delivery of events and exhibitions, including liaison with co-exhibitors before, during and after the exhibitions
- > Support the delivery of the social media strategy
- > Production of printed marketing material for events including badges, brochures, postcards and event directories
- > Liaise with our PR agency to ensure press releases are uploaded to the website and update the monthly PR report tracker

### Skills

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- > Excellent spoken and written English, with copywriting experience desirable
- > Awareness/experience with social media (especially LinkedIn)
- > Digital campaign experience desirable – SEO, Adwords, PPC, SEM
- > CRM and email marketing automation experience are preferred
- > Experience with B2B marketing desirable
- > Interest in the travel industry
- > Illustrator or other design software knowledge desirable
- > Excellent communication and interpersonal skills
- > Excellent attention to detail
- > Good time management skills and self-organised
- > Very quick to learn and flexible
- > Ability to work to deadlines

### Qualifications

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- > Marketing degree or similar desirable

Location: ETOA office – Grays Inn House, 127 Clerkenwell Road, London EC1R 5DB

If you think you are the right person for this role please send your CV to Sonia Wilson [swilson@etoa.org](mailto:swilson@etoa.org)