Commercial and Marketing Support Executive

**Reports to:** Marketing Manager

**Company:** Lime

**Based:** World House, Cheshire Oaks

**Purpose:**

To work across the Commercial and Marketing teams to support area responsibilities and relationships with its IAG airline partners, and contribute to ensuring each is commercially maximised.

**Job summary:**

Our post would suit someone highly efficient, with broad office support skills and a passion for sourcing information and presenting it clearly. Our ideal team member is a fast learner who seeks to continually work to the highest standard during what we hope will be a long career with us.

The candidate will be involved in a diverse range of functions across the commercial and marketing department, working in areas defined, but not limited to, those noted below.

# Key Tasks:

* Competition Analysis
  + Benchmark airline fares and product against competitor offerings
  + Identify threats to market share and opportunities to protect or increase sales vs competition
* Management of airline fares
  + Developing relationships with airline support teams ensuring a consistency of communication
  + Checking accuracy/availability of fare products
  + Ensuring fares available to customers online and via GDS to set SLAs
  + Internal communication (marketing, sales, operations, groups, finance)
  + External communication of fares and policies (directly or via Marketing dept)
  + Dealing with internal/external fare queries/investigation and escalations to airlines
  + Highlighting fare opportunities, new routes, special offers etc, feedback requests.
* Reporting
  + Produce reporting on airline passenger sales & Commercial/Marketing activity
  + Forecasting airline passenger sales
  + Analysing airline reporting (internal and external)
  + Review and report SLA/KPI on airline services in conjunction with other internal teams
* Systems
  + Have a thorough understanding of how Lime’s various online booking portals and back office systems work
  + Identify and recommend efficiencies and enhancements to processes
  + Maintenance of Commercial Dept Intranet section
* Represent Commercial in internal cross-department meetings
* Ensure regular airline training and product updates (internal/external)
* Monitor marketing activity performance/department ROI
* Manage department communications, internal and external, including;
  + Upload news and blog content to company website
  + Create and distribute email notifications
  + Upkeep of mailing lists and marketing activity records
  + Audit customer’s marketing collateral
* Collate and submit departmental expense and invoicing
* Manage image folders, asset library and stock inventory

*There may be an opportunity for creative application depending on candidate’s experience and skill level.*

**Skills and experience:**

*Essential*

* Highly organised and able to juggle routine tasks with ad-hoc requests
* Impeccable documentation skills with an eye for detail
* Well versed in Microsoft PowerPoint, Excel, Word & Outlook
* A strong communicator/relationship builder

*Advantageous*

* GDS / travel experience
* Understanding of flight wholesaler / UK travel market
* Familiar with CRM (ideally Dynamics) & CMS platforms (Umbraco and/or Word Press)
* Familiar with email distribution software
* Knowledge of alternative/online presenting tools

## Team & company involvement:

* Be a committed and enthusiastic team member
* Deliver an efficient and professional service to our internal and external stakeholders
* Attend and contribute to team meetings/training or any relevant company meetings
* Be aware of business and departmental goals and strive to achieve at every opportunity
* Consider involvement in wider company schemes or initiatives, such as Staff Forum, Fire Marshalling etc

## Training & development:

Initial training is provided by the Company as standard in the first few weeks of employment to encourage understanding of the business. Specific training for defined responsibilities will be provided across the full probationary period. In turn, we ask that our candidate:

* Demonstrate ‘self-learning & development’, to improve skills and knowledge relevant to the role and business
* Attend any further company training or events that may be offered, for instance: data protection/ Microsoft Excel.