



**Role Title:** Promotions Executive

**Department:** Coop Holidays

### About the role

The Promotions Executive's primary role will be to source and create compelling Holiday deals and offers for distributions through all sales channels. They will also work very closely with other departments, notably marketing, product and the sales teams to ensure detailed feedback and analysis is generated to continue to improve Product and increase sales.

### What you'll be doing

- Source and promote deals from the Coop Holidays products to all distribution channels.
- Work with product team to assist in generating offers based on specialist products using available systems to pull together the best deals.
- Co-ordinate with marketing to ensure offers and content follow brand and campaign guidelines.
- Co-ordinate with marketing to providing content/offers where required across both B2B and B2C
- Provide offer briefs to internal teams for promotion through all channels
- Work to deadlines to deliver campaign offers
- Create and regularly update a range of promotional assets and offer content for B2B and B2C distribution

### About You

- Previous Travel Experience required
- Experience in working for membership-driven organisation desirable
- Strong marketing and communication skills
- An eye for a good deal
- Product knowledge in all travel sectors
- Comfortable working independently and as part of a team
- Positive, solution-oriented attitude
- Comfortable using web based search systems

## Scope

Reports to: Sales & Promotions Manager

Direct reports:

None

Manages budgets: No

Contacts (internal/external):

Internal; Coop Holidays, Marketing, Consortium, PTAs, Retail, Cooptravel.co.uk,

External; 3<sup>rd</sup> Party suppliers