



Job description

Marketing consultant (freelance)

Guildford/Hybrid working

About 8020

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and mobility. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media and search advertising. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. We're members of the Public Relations & Communications Association and holders of the Association's CMS quality standard.

The opportunity

As a growing company working in dynamic and creative sectors, we have an exciting opportunity for a marketing expert to come in and help shape our own company's marketing activity.

You will need proven experience in creating and executing marketing programmes, with references and examples of work. We would like you to review and assess our current marketing, recommend new ideas and approaches, plan and progress activities where we need support, also utilising our team when possible.

Marketing consultant

Responsibilities

- Review and audit our current marketing plan
- Propose an updated marketing plan and calendar for 2022/2023
- Drive periodic campaigns through the year, involving content, social media (paid and owned), media relations, email marketing, etc.
- Populate and coordinate our content creation plan and keep it on schedule - sourcing content from staff members and freelance marketing writers
- Recommend and manage event sponsorships and speaker opportunities
- Manage our company e-newsletter
- Help us to maximise our own media relations promotion - prompting us to take advantage of all opportunities
- Recommend and drive our participation in award schemes and review entry requirements
- Work with our digital marketing specialist to give input to our social media, PPC and paid search self-promotion
- Working alongside senior management team and reporting into CEO

Required qualities

- The role requires an experienced and self-confident individual
- You need to be creative but thorough – we like highly organised individuals
- A strategic thinker, able to ensure that activities correctly address short- and long-term business objectives
- You must enjoy a challenge and be ambitious to achieve outstanding results
- You must possess strong writing skills in all the types of work detailed above
- You must be team-oriented and enjoy delivering great results through collaboration
- You must want to outperform