



## Job Description

<b>Job Description</b>	
<b>Job Title:</b>	Social Media and Marketing Assistant
<b>Level:</b>	Administrative
<b>Safety Critical Post:</b>	No
<b>Department:</b>	HQ
<b>Location:</b>	Flexible: Tyseley Locomotive Works and Home
<b>Responsible To:</b>	Commercial Director
<b>Direct Reports:</b>	No
<b>Budgetary Responsibility:</b>	Yes
<b>Salary</b>	c. £24k per annum, full time (37.5 hour working week) depending on experience. Position could be part time (minimum 3 day working week) with pro rata reduction in annual salary offered.

<b>A) Job Purpose:</b>
<ul style="list-style-type: none"> <li>To increase the sales and profitability of Vintage Trains through the use of marketing; passenger communications; social and on-line media</li> <li>To lead passenger and marketing communications, produce marketing materials &amp; deliver effective campaigns across all forms of media</li> <li>To manage and improve customer's experience using the Vintage Trains websites</li> <li>To manage and produce internal communications</li> </ul>
<b>B) Context:</b>
<ul style="list-style-type: none"> <li>Vintage Trains Group consists of two parent Charities, a Community Benefit Society and two trading companies – Vintage Trains Ltd (VTL) and Tyseley Locomotive Works (TLW) Ltd</li> <li>VTL is the UK's newest main line Train Operating Company with a licence to operate passenger services throughout the UK.</li> <li>VTL was primarily set up to keep Steam hauled services operating on the main line but is also developing new markets and income streams from training and third-party operating activities.</li> <li>This unique role has been created to establish a strong on line and digital presence to drive awareness, donations, sales and growth in passenger numbers.</li> </ul>
<b>C) Key Accountabilities:</b>
<ul style="list-style-type: none"> <li>Lead Vintage Trains passenger communications</li> <li>Establish and manage a really effective on line presence and drive social and digital marketing.</li> <li>Design and implement fresh and exciting campaigns using all media available leading to increased sales and donations.</li> <li>Monitor marketing effectiveness and continually improve it</li> <li>Oversee the maintenance and improvement of Vintage Trains website</li> <li>Manage passenger communications across all media</li> <li>Innovatively work within the confines of a tight budget</li> </ul>



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### **D) Personal Specification:**

#### **Education:**

- A levels or Degree educated
- Desirable: Qualification in marketing, digital media or similar/equivalent

#### **Experience:**

- Proven experience of digital media & marketing in a sales and service environment
- Proven ability to work across functions
- Experience of working with appropriate computer tools and programs
- Desirable: ticket sales (event or similar) experience
- Desirable: Experience of railway industry

#### **Knowledge:**

- Proven of web site marketing, digital and social media and marketing.

#### **Skills and Competencies:**

- Strong, accurate written English
- Excellent presentation and report writing skills.
- Able to analyse market data and produce factual reports
- Good attention to detail