

JOB DESCRIPTION



JOB TITLE: Business & Marketing Officer
GRADE: 6 Indicative
RESPONSIBLE TO: Marketing and Publicity Manager

JOB PURPOSE

To develop and promote marketing campaigns to increase business growth and enhance and protect the reputation of Transport Service Solutions by planning and delivering internal and external communications and management of social media. Provide project support and demonstrate initiative, stakeholder awareness and full understanding of the Company's strategic vision.

MAIN RESPONSIBILITIES

NO	
1	Demonstrate full knowledge of the Company and support the Company's business, marketing and communications activities through development and delivery of marketing campaigns, media relations, internal & external communications, promotions, projects and event management.
2	Identify local and national business opportunities and assist Managers to devise, prioritise and deliver the Company's Business Plan, supporting business objectives and identifying all outputs and budget requirements and monitoring and reporting on success.
3	Oversee, develop and manage booking systems and procurement processes, to achieve income targets. Collect, monitor and analyse customer feedback to ensure a quality customer service is provided.
4	Initiate the design and ensure the delivery of multiple marketing campaigns. Create and develop a suite of promotional materials and publicity information through use of specialist and standard software packages and measure output against project objectives to highlight / report on progress.
5	Support wider company projects, ensuring positive working relationships with all stakeholders and external partners and prepare progress reports for senior managers. Undertake general administrative duties as required to support projects, colleagues and delivery of the team's unit plan
6	Assist the Marketing & Publicity Manager to develop, review and embed the Company's communication and social media strategies, including management of the Company's social media accounts to ensure successful delivery of communication plans.
7	Full Supervision of the Administration Assistant and any Apprentices to ensure that tasks are carried out efficiently and the team meets the objectives set out in the unit plan.
8	Advise and influence colleagues on their communications to ensure consistent and clear delivery of information and effective communication methods/processes.
9	Forecast and monitor commercial income, measuring against income targets and report to senior managers / TSS Board and for budget monitoring meetings on a monthly basis and develop ideas to increase income.
Notwithstanding the detail in this job description, in accordance with the Company's Flexibility Policy the job holder will undertake such work as may be determined by the Senior Manager from time to time, up to or at a level consistent with the principal responsibilities of the job.	