

SALES AND MARKETING MANAGER



Liveridge House · Liveridge Hill
Henley-in-Arden
Warwickshire · B95 5QS

Telephone: 01564 797000
Facsimile: 01564 797050

Email: info@johnsonskoaches.co.uk
Web: www.johnsonskoaches.co.uk

Job Title: Sales and Marketing Manager

Our Vision Statement: Travel with Johnsons – Travel with Friends

Our Mission Statement: *“To become the leading coach and bus operator in the area by providing our customers with the widest possible range of high quality, friendly travel services through an efficient team of well trained and highly motivated staff”*

We expect our personnel to observe and help develop these cultures within the company at all times.

Job Description

Johnson's is a business very much about culture and attitude. Throughout our 103 year history we've always strived to be the very best. Now we're looking for the best talent out there to take over the position of Marketing Manager.

The ideal candidate will have Marketing experience, fresh ideas and the drive & determination to help move the business forward within Johnson's key market areas.

Reporting directly to the commercial director, the role of Marketing Manager is key to the ongoing success of the business. Your responsibilities will be far reaching, varied and require someone with excellent IT skills to manage the marketing both online and offline.

Some of the successful candidate's key responsibilities will be:

- 1) To help develop and maintain a clear sales and marketing strategy for each individual product groups, Holidays / Day Excursions / Theatre Trips / Coach Hire / Group Travel & Bus Services.
- 2) Be involved in the management, development and ongoing improvement of our website.
- 3) Work with the Commercial Director to develop and implement effective advertising on our buses, for all product groups.

- 4) Assist with PR activity for the company. Maintain established contacts, in order to keep Johnsons as the first choice contact with general coach & bus industry issues, as well as generating stories in local, regional and trade press, T.V. and radio. Look to distribute approx 10 stories each year.
- 5) Help develop new coach hire business opportunities through mailings, special events and by being the company's representative at all business network opportunities in Coventry & Warwickshire, Birmingham and Stratford-on-Avon regions. The purpose being to create new contacts for corporate and high quality coach hire. Provide "key client executive" activity by developing links and relationships with existing major coach hire clients of all types.
- 6) Help to organise and control all advertising commitments for the company, i.e. annual journals, regular newspaper advertising and adhoc advertising opportunities. Be responsible for advert layout, content and accuracy and liaising with external media buying agency and graphic designers.
- 7) Assist with Travel Agent activity and strategies and support our Travel Agent Sales Executive.
- 8) Other sales and marketing activities not listed above!

2. Brief:

This is one of the most important positions in the company; your commitment in the role has a direct relationship to the future success of this business. You will need to be highly organised, efficient and good at sales networking with customers and in your communication with the various different departments here. Excellent computer skills are of course essential and your English skills will need to be at the level to create excellent copy for news releases and marketing text.

3. Location and hours of work:

The position is based at our own offices here at Henley-in-Arden, and the 'core' hours of work are the normal 0900 to 1730hrs Monday to Friday. However as with most positions of this importance, the hours of work are fully flexible and we would expect your full commitment to ensure that all tasks are completed in full, to high standards to agreed deadlines.

4. Accountability and office set up:

The position includes a place on our management team of fourteen department managers. You do have an office, which is shared by our special projects manager. You are directly accountable to John Johnson, the Commercial director in every respect of your work.

5. Salary guidelines:

£19,000 with ongoing performance and bonus reviews.



6. Holidays:

20 days paid holiday plus statutory bank holidays.

7. Pension benefits: The company will contribute £30.00 per month through the company's pension scheme, once 5 years continuous service has been achieved.

8. Prospects:

The position has the benefits of working for a long established family business with a proven track record and a top class list of coach hire clients, private group organisers, plus daily bus services and of course it's own well established 'own products' holidays and excursions department. The company enjoys an excellent reputation, with its customers, suppliers and within the coach industry in general. Having said that, we also work very hard to continually enhance this reputation.

The position has excellent longer term prospects as we are fully and enthusiastically committed to the development of all aspects of our business. We have won many awards over the years and we have won 'Midlands Service Provider of the Year'.

9. Culture and environment.

Finally, Johnsons is a happy place to work! We work hard to create strong teams within the company; the staff are friendly and there is a clear management and ownership structure. The company operates a substantial 'own products' programme of holidays, day trips and show visits, plus a significant daily bus services operation, in addition to one of the largest private coach hire fleets in the midlands. Our fleet size currently stands at 44 coaches, 30 buses, plus 10 door to door mini-buses. We employ over 170 full time staff and we operate from substantial and well equipped office facilities here at our freehold premises at Henley-in-Arden. We have a strong culture for excellent customer service in everything we do and our vision statement of "Travel with Johnsons – Travel with friends" is evident in everything we do.

For further information about the company, our history and details of all our brochures, products and services, please visit our website www.johnsonskoaches.co.uk



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