

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

Job Title: Assistant Brand Manager

Reporting to: Senior Brand Manager

Main purpose of the role

Responsible for marketing activities to enable delivery of the brand plan for the respective market and PGL Beyond brands, including assisting in the creation, delivery and evaluation of multi-channel marketing campaigns and monitoring market, customer, and competitor trends.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future, and we take great pride in matching your hard work with a promise to look after you and your career.

Responsibilities

Deliver successful multi-channel marketing campaigns to agreed timescales, budget and brand guidelines

- Work with the Brand Manager/Senior Brand Manager to conceptualise and execute marketing campaigns that align with product and marketing objectives, including direct mail, advertising, and email campaigns.
- Ensure all copywriting adheres to brand guidelines and coordinate website, online quote, and provisional booking form content updates.
- Manage and coordinate social messaging.
- Measure, evaluate, and report on marketing activities.

Deliver marketing activities to support implementation of the brand plan

- Work with the Senior Brand Manager & Brand Manager on initiatives to activate the brand plan
- Measure, evaluate and report on marketing activity.

Gather and interpret market data and customer insight

- Gather and interpret market, customer, and competitor insights.
- Organise and attend external events e.g. educational conferences as required.
- Conduct research for marketing projects.
- Develop relationships with external consultants and experts to support market research projects.

Build relationships internally and externally to deliver plans and meet customer needs

- Build strong relationships both within the Marketing team and other departments, working closely with stakeholders across PGL Beyond to ensure joined up execution of plans for appropriate customer experience.

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- Identify and build relationships with external partners.
- Ensure proactive communication to all stakeholders.
- To learn from and exchange knowledge with other team members and other marketing teams.

Additional Responsibilities

- Provide assistance to the Marketing team and wider business, participating in activities or projects as needed to achieve business objectives.
- Travel for business, including overseas and overnight stays, to assist key role objectives such as photography, exhibitions, and developing product and customer insights.

Useful Information

Our Customer Engagement function is transforming to better position us to assist the business as we move into the future. As such, our roles are likely to evolve. Therefore, whilst this job description provides an overview of the main duties, it is not intended to be exhaustive and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

Education, Experience & Achievements	Essential	Desirable
Grade 4 (C) or above in GCSE English and Maths or equivalent qualification / experience	✓	
Professional qualification in marketing / or marketing related undergraduate/post graduate study	✓	
2+ years previous experience within a marketing, product marketing or communications role	✓	
Print & fulfilment management experience		✓
Experience of working with marketing and/or design agencies		✓
Account engagement platform experience (or other email marketing platform)		✓
Email marketing experience	✓	
Campaign development experience (concept to execution)	✓	

Skills & Knowledge	Essential	Desirable
Creative Design skills (Adobe)		✓
Exceptional written communication skills, with copywriting and content creation experience	✓	
Ability to manage multiple projects concurrently	✓	

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Strong analytical skills	✓	
Commercial awareness	✓	
Knowledge of Leisure or travel industry product marketing, or marketing to the UK Education Sector		✓

Personal Attributes	Essential	Desirable
Delivers an exceptional customer experience, Identifies and seeks to understand customer requirements	✓	
Actively seeks customer feedback and uses it to improve the customer experience	✓	
Works co-operatively internally and externally to achieve common goals. Contributes positively to tasks, projects and meetings	✓	
Works to create and maintain a culture of mutual support. Recognises and acknowledges the contribution of others	✓	
Produces quality work within budget which consistently meets due dates and deadlines	✓	
Produces realistic work plans which focus on the achievement of defined outcomes, goals or performance targets	✓	
Makes sound decisions based on knowledge, experience and available information	✓	

Additional requirements	Essential	Desirable
Enhanced DBS check	✓	
Full UK driver's licence		✓

Additional information

Environmental & Social Governance (ESG)

You are required to uphold and champion our Better Beyond Adventure Environmental Social Governance strategy whilst assisting our B Corp certification.

This requires personal, departmental and company-wide level participation through ongoing engagement in discussions and decision-making around ESG, upholding company and department ESG goals and targets in your role as an ally.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to appreciate how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

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And by delivering our BBA goals you will also be assisting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

'Lend a Hand'

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don't usually work alongside in a job role other than our own, whilst also providing valuable assistance to our centres at times when they need it the most.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 09/07/2024.