



B2C Marketing Operations, Marketing & Sales,
EMEA (Regional Headquarters for Europe, Middle East and Africa)
(Number of positions: 1)

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| Job Title | Marketing Executive, B2C Marketing Operations |
| Contract | Permanent |
| Location | London City Office (Hammersmith) or Remote working environment possible. You need to be able to show up to your employer's ANA station as ordered from time to time. |
| Reporting | Manager & Assistant Manager, B2C Marketing, EMEA |
| Job Purpose | We are seeking a dynamic and detail-oriented Marketing Executive to join our EMEA B2C Marketing Operations within our rapidly growing airline company. This role is within our marketing function, reporting to the Head of B2C Marketing and Assistant Manager B2C Marketing. The successful candidate will be executing marketing strategies and campaigns across the EMEA region, ensuring alignment with our brand and business objectives. This role is ideal for someone with a passion for marketing, strong organizational skills, and the ability to work in a fast-paced environment. |
| Duties and Responsibilities: | <p>Campaign Support: Assist in the development, execution, and analysis of multi-channel marketing campaigns targeting consumers across the EMEA region.</p> <p>Content Coordination: Work with the creative team to manage and coordinate the production of marketing materials, including digital assets, email campaigns, social media content, and print collateral.</p> <p>Market Research: Conduct market research to identify trends, competitive analysis, and customer insights to support the EMEA marketing strategy.</p> <p>Data Management: Assist in managing marketing databases, ensuring data accuracy, and supporting segmentation and targeting for personalized campaigns.</p> <p>Event Support: Coordinate logistics for regional events and promotions, ensuring brand consistency and optimal customer engagement.</p> <p>Reporting & Analytics: Assist in preparing various reports on the performance of marketing campaigns, providing insights and recommendations for optimization.</p> <p>Budget Management: Assist in tracking marketing budgets, processing invoices, and ensuring financial alignment with regional marketing plans.</p> |

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| | <p>Cross-functional Collaboration: Work closely with internal teams (sales, product, customer service) and external partners (agencies, vendors) to ensure seamless execution of marketing initiatives.</p> <p>Administrative Support: Provide general administrative support to the EMEA marketing team, including scheduling meetings, organizing files, and managing communications.</p> |
| <p>Knowledge, Qualifications & Skills</p> | <p>Education: Bachelor’s degree or equivalent experience in Marketing, Business, Communications, or a related field.</p> <p>Experience: Min 2 years of experience in a marketing role, preferably in the airline, travel, or hospitality industry, with a focus on B2C marketing.</p> <p>Skills:</p> <ul style="list-style-type: none"> ● Strong organizational and project management skills. ● Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and marketing software (e.g., CRM systems, email marketing platforms). ● Basic understanding of digital marketing tools and social media platforms. ● Excellent written and verbal communication skills. ● Ability to work effectively in a fast-paced, multicultural environment. <p>Attributes:</p> <ul style="list-style-type: none"> ● Excellent written and spoken English and Japanese language ● Detail-oriented with a strong commitment to accuracy. ● Creative thinker with a proactive approach to problem-solving. ● Team player with strong interpersonal skills. ● Willingness to travel occasionally within the EMEA region and beyond. |
| <p>Salary</p> | <p>Competitive</p> |
| <p>Estimated Start Date</p> | <p>Immediate start</p> |
| <p>Contractual Hours</p> | <p>Depending on your employer’s rule (Ref: 37.5 hours per week if your employer is London City Office.)</p> |
| <p>How to apply</p> | <ul style="list-style-type: none"> - Please send your CV and a cover letter detailing your relevant experience and why you are the ideal fit for this role to recruitment_emea@ana.co.jp - Please note, only successful candidates will be contacted for interview. |
| <p>Closing Date</p> | <p>25 September 2024</p> |
| <p>Others</p> | <p>All applicants must have the right to work in the UK, or the country of your employer’s ANA station.</p> |