

DAY IN THE LIFE OF; MARKETING AND COMMUNICATION GRADUATE

Day in the life of a Marketing and Communication Graduate.

Veezu is a rapidly growing, fast paced and dynamic environment. This graduate placement is ideal for any ambitious individual who would love to play a key role in driving the group marketing campaigns forward. You will play a key role in driving forward the marketing activities for the UK's largest private hire taxi company. Exposed to multiple audiences – internal, driver-partners and passengers - you will experience all elements of the marketing mix including brand management, campaign creation and idea generation. Supporting our regional hubs across the UK, you will play a key role in identifying their marketing needs, always taking an innovative and bold approach to marketing across the Veezu Group.

What you can expect in the role.

RESPONSIBILITIES

- Reporting into the Head of Marketing this is an exciting opportunity for you to gain practical experience and get involved in a diverse range of projects and campaigns using your marketing knowledge. You'll be responsible for implementing four distinct elements of our marketing strategy that make us the UK's #1 hyperlocal journey provider.

MARKETING ANALYSIS

- Analyse marketing activities of our competitors and report on their initiatives.
- Measure the brand performance, reputation and awareness of our regional brands and its driver-partners.
- Support the Marketing Executives to analyse patterns in passenger behaviour.

MARKETING STRATEGY

- Support the Marketing Executives and regional teams with planning hyperlocal marketing activities, to align and amplify our strategy for growth for both driver-partners and passengers.
- Keep abreast of new opportunities for marketing automation to deliver our story in new and exciting ways.

MARKETING ROADMAP

- Support the Marketing Executives to create and execute marketing campaigns across physical, digital and printed collateral to drive our growth plans. (Billboards, web, app, SMS, social media etc.)
- Execute time sensitive hyperlocal marketing plans aligned with business priorities (major events, partnerships, seasonal moments, publicity and brand reputation etc.).
- Brief creative designers and coordinating print suppliers for physical and printed brand touch points.
- Create social media content to tell our story across our digital channels.
- Create and manage promotional events for our brands that drive hyperlocal engagement.
- Devise regular internal communication campaigns and events to engage our hubs and employees.

- Support the Marketing Executives on projects and campaigns across multiple regional brands.

REPORTING

- Support the Marketing Executives with measuring our marketing activities to understand what works and where improvements can be made.
- Build and deliver reports to identify where and when our growth aspirations have been achieved.

ISO27001 COMPLIANCE

- Ensure that all information is safeguarded at all times, in line with the General Data Protection Regulation (GDPR).
- Be committed to maintaining our ISO27001 certification and set high standards for Information Security compliance.
- Maintain information security to a recognised required standard in line with business needs.

Our expectations of you.	Our Values.
<p>Demonstrate a passion for marketing and be one of our brand champions</p> <p>Be a strong team player with a positive “can do” attitude</p> <p>Adopt a customer-first mind-set and approach to problem solving</p> <p>Comfortable with interpreting numbers when making data-driven marketing decisions</p> <p>Have experience in planning, scheduling and executing Social Media advertising across multiple platforms</p> <p>Be highly organised with excellent time management skill and the ability to work across multiple projects at once</p> <p>Be able to work under pressure while maintaining accuracy and attention to detail</p>	<p>You embrace and embody our values by using them to guide your decisions and actions every day.</p> <p>You are bold. You think differently.</p> <p>You make it simple.</p> <p>You do the right thing.</p> <p>Together we create amazing journeys.</p>