

Job Description

Head of Marketing

Job Title:	Head of Marketing
Location:	Hoton
Employment type:	Permanent
Contract type:	Salaried / Full time
Weekly Hours:	-
Line Manager:	Transformation Director
Closing Date:	-
Salary / Wages:	£50,000 per annum
Legal Entity of Employer:	Central Connect Transport Limited

Job Purpose

Transport Made Simple is one of the UK's largest independently owned providers of passenger transport solutions, operating a large fleet of buses and coaches across the Midlands and East Anglia. With a fleet of over 400 vehicles, ranging from wheelchair accessible minibuses and high-capacity double deck buses to heavy recovery vehicles and even forklift trucks and telehandlers, our team of 700+ colleagues work 24/7/365 to keep the wheels turning, delivering the highest standards of service to our varied portfolio of clients.

Following recent business acquisitions, Transport Made Simple has historically four established brands: Central Connect, Konectbus, Flagfinders and Simonds. We're on a journey to bring them together under one group identity, and we need someone to make that happen day to day and to lead on our brand strategy, tone of voice and future direction. You'll report to the Transformation Director and take the agreed brand, tone of voice and overall marketing strategy out to every site, vehicle and customer touchpoint. This role is the opportunity to shape the future of a forward thinking, innovative and growing business and we're looking for someone with ambition, a strategic mind and not afraid to push boundaries.

You'll be based at our office in Hoton, Loughborough, and travel to our Diss, Norfolk site for 1-2 days every fortnight. We are also happy to consider applications from applicants based in Norfolk/Suffolk, to be based in our Diss office, with 1-2 days travel to Hoton every fortnight.

About Us

The Transport Made Simple Group is a technology-enabled transport solution provider. We operate one of the largest independently owned fleets of buses and coaches in the UK, and our mission is to deliver reliable, sustainable public transport, which meets the needs of the communities we serve. We do this by being a great place to work, whilst also being customer centric, cost disciplined and revenue driven. Everything we do is underpinned by our four values of Growth, Excellence, Integrity and Efficiency, which guide our day-to-day operations and longer-term decision-making.

We're a team of 800 colleagues, with a fleet of 400 buses, coaches and minibuses, and we operate from a strategic network of depots across East Anglia, the Midlands and Greater London.

Our Central Connect local bus network has an annual ridership of more than 10 million passengers, delivered in partnership with sixteen Local Transport Authorities. Alongside running local bus services, we provide home-to-school, rail replacement and Demand Responsive Transport services, operate corporate and event shuttle buses and run our own programme of holidays and day trips. We also hire out our buses and coaches to a range of clients, from schools, colleges and local businesses to major names in the travel and tourism industry, such as Leger Holidays, Flixbus and PGL.

Our solutions go beyond moving people - we also support commercial fleet operators across East Anglia with reactive and pre-planned maintenance solutions from our accredited workshops, offering heavy and light vehicle MOTs, bodywork repairs and resprays, heavy recovery and breakdown response, including 24/7/365 roadside tyre assistance provided by sister company Lion Tyres Essex. We also deliver facilities management services on behalf of Norfolk County Council, undertake sundry tasks such as maintaining bus stops on behalf of a range of local authorities, and operate two cafes and travel information hubs in Norwich and Colchester under the Cafe Connect brand.

Main Duties of the Role

- Create a full brand and Marketing strategy for Transport Made Simple, covering our operating brands, that encourages, engages and promotes the use of public transport
- Develop our Central Connect brand identity across the group
- Create an industry leading set of brand guidelines that shape our vision for the future
- Line manage the Digital Marketing Executive and create targets and objectives that drive our Digital strategy and growth in all areas. This includes promoting and developing a social presence on TikTok and Instagram
- Ensure customer communications and touchpoints are all aligned and give customers an easy way to interact with our business
- Identify areas that need improvement and work with the Transformation Director to action these
- Check that brand and approval standards are followed at every site
- Plan and run passenger campaigns for route launches, fares changes, timetable revisions, school and college services, and seasonal travel
- Develop a Marketing strategy for our holidays and private hire programmes to drive a significant increase in bookings and revenue
- Deliver a strategy for our events operations
- Run driver and engineer recruitment campaigns across the group all year round

- Work with the relevant teams to look after the websites, app listings, Google Business profiles, and paid and organic channels day to day
- Write and produce content in-house, including copy, photography, video and social posts, all in the group tone of voice
- Reply to reviews on TrustPilot, Google and social within agreed timescales, and pass complaint themes back to operations
- Produce customer information, including onboard comms, stop and station information, and disruption messages
- Create content that helps colleagues and customers take up TMS Insights, Inform, Inspire and Drive
- Report each month on progress and relevant strategies that will allow the group to drive and prosper

Why Join Us?

- Free travel across the Central Connect bus network and other participating local bus operators
- Discounted day trips, holidays, coach hire and garage services / MOTs
- Free on-site parking
- Free tea and coffee
- Free uniform

Person Specification

- Substantial Marketing experience, typically gained over several years in a Marketing lead role, including leading key campaigns and developing brand strategy
- Proven experience delivering marketing across several channels, ideally for more than one site or brand
- Excellent written communication skills and attention to detail
- Someone hands-on and self-sufficient, who's happy to do the work as well as organise it
- Well organised, and able to handle a growing business across multiple sites across the UK
- Comfortable working to a set strategy and finding better ways to deliver it
- Confident dealing with depot managers, drivers and operational staff
- A full UK driving licence and willingness to travel between group sites
- Polite, professional and genuinely customer focused
- Calm and logical under pressure, with strong attention to detail
- Confident using Microsoft Office and Google Workspace
- Comfortable working with digital systems and online platforms
- Able to communicate clearly in writing and by telephone
- Organised and capable of managing both reactive and planned work

Desirable but not essential

- A background or keen interest in transport, travel or logistics, experience in recruitment marketing, brand strategy and in-house design or video skills

Important Legal Information

Transport Made Simple is an equal opportunities employer. We are committed to creating a diverse and inclusive workplace where everyone is treated with dignity and respect. We welcome applications from all suitably qualified individuals regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Selection for employment will be based on merit, skills and experience.

In accordance with the Equality Act 2010, reasonable adjustments will be made for candidates with disabilities during the recruitment process and, where applicable, throughout employment. Please let us know if you require any adjustments at any stage.

All offers of employment are subject to satisfactory pre-employment checks. These may include verification of identity, right to work in the United Kingdom, employment references and, where appropriate to the role, Disclosure and Barring Service checks.

Transport Made Simple processes personal data in line with UK data protection legislation, including the UK General Data Protection Regulation and the Data Protection Act 2018. Information provided during the recruitment process will be used solely for recruitment purposes and handled in accordance with our Privacy Notice.

We reserve the right to close this vacancy early should sufficient applications be received.
The legal entity of the employer in respect of this role is Central Connect Transport Limited.