

Job Description

Marketing & Communications Executive

Job Title:	Marketing & Communications Executive
Location:	Diss
Employment type:	Temporary / fixed term (until 31 May 2027)
Contract type:	-
Weekly Hours:	-
Line Manager:	-
Closing Date:	-
Salary / Wages:	£30,000 per annum
Legal Entity of Employer:	Central Connect Transport Limited

Job Purpose

We are looking for a creative, data-minded Marketing & Communications Executive to grow awareness, bookings and passenger numbers across well-loved regional brands. You will produce engaging social media content, run our email marketing programme, run paid campaigns on Meta and Google, use Google Analytics to understand what is working, and help deliver events that bring our brands to life in the community.

This is a hands-on role with plenty of variety. One day you may be filming a coach holiday teaser for Simonds, the next you may be promoting a new Central Connect timetable or running a stand at a local event. Email is a core channel for this role: you will own the email programme for both brands, from strategy and audience building through to design, automation and reporting.

The successful candidate will have a visible passion for the role, with an eye for detail and a real enthusiasm for promoting our brands.

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

- Plan, create and schedule engaging content for Central Connect and Simonds across Facebook, Instagram, TikTok and other relevant channels.
- Produce photo, video and short-form content, including reels, stories and behind-the-scenes material, in line with brand guidelines.
- Maintain content calendars that tie in with service changes, brochure launches, seasonal campaigns and events.
- Monitor and respond to comments and messages, and flag service issues or complaints to the relevant team.
- Track performance and use insights to improve reach, engagement and conversions.
- Plan and run a regular email calendar for Simonds and Central Connect, covering newsletters, brochure launches, seasonal offers, new tour and day trip announcements, last-minute availability, private hire promotions, event invitations and Central Connect service updates, timetable changes and ticket offers.
- Build, segment and maintain mailing lists by brand and interest, for example Coach Holidays, Day Trips, Private Hire, regular bus passengers and event attendees, plus past customers and enquirers, so every message is relevant to its audience.
- Design, build and test responsive HTML emails in the Mailchimp email platform, using templates that follow brand guidelines and render well across devices, with accessible design and clear calls to action.
- Set up and optimise automated journeys, such as welcome series, post-enquiry and abandoned-enquiry follow-ups, pre-departure information, post-trip feedback and review requests, rebooking prompts and win-back campaigns for lapsed customers.
- Run A/B tests on subject lines, content, send times and layouts, and apply what you learn to future sends.

- Grow our subscriber base ethically through website sign-ups, brochure requests, event lead capture, social media and in-vehicle or on-site promotion.
- Use UTM tracking and Google Analytics to measure email's contribution to website traffic, enquiries and bookings, and connect email data with CRM and booking data where possible.
- Report monthly on list growth, delivery, click-through rate, conversions, revenue or enquiries generated per campaign and unsubscribe rates.
- Set up, manage and optimise paid campaigns on Meta and Google Ads, including Search and Performance Max.
- Build and test audiences, ad creative, copy and landing pages to improve cost per lead and cost per booking.
- Manage campaign budgets and pacing, and report on spend against targets.
- Promote Simonds holidays, day trips and private hire, and support Central Connect with service awareness and recruitment campaigns where needed.
- Use Google Analytics 4 and Google Tag Manager to track website performance, user journeys and campaign conversions.
- Produce clear monthly reports covering social, paid media and web performance, with practical recommendations.
- Work with the wider team to connect marketing activity to enquiries and sales, using CRM and booking data where available.
- Identify opportunities to improve website content, SEO and conversion rates.
- Support the planning and delivery of events such as brochure launches, showcase events, pop-ups, roadshows, exhibitions and community engagement days.
- Create promotional materials and run pre-event and live social coverage.
- Help with on-the-day set-up, customer conversations and lead capture, including occasional evenings or weekends.
- Review each event afterwards, measuring attendance, leads and bookings against objectives.
- Help produce website updates, print and door-drop materials, and brochure content.
- Support campaigns for the different Simonds product lines (Coach Holidays, Day Trips and Private Hire) with tailored messaging for each audience.
- Work closely with operations, sales and customer service colleagues to keep marketing accurate and timely.
- Keep to brand guidelines and ensure all content is accurate, accessible and compliant with advertising and data protection rules.

Why Join Us?

- A varied role with real ownership of your work.
- The chance to see your campaigns turn into bookings and passengers.

- Opportunities to develop your skills and progress within a growing group.
- 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

- Proven experience in a marketing role, with a strong track record of managing social media channels and creating engaging content.
- Strong, proven experience in email marketing: planning and sending regular campaigns, building and segmenting lists, and creating and optimising automated journeys in a platform such as Mailchimp (or similar).
- A good working knowledge of UK GDPR and PECR as they apply to email, including consent, preferences and list hygiene.
- Confident writing and building responsive HTML emails, with a good eye for layout, copy and accessibility.
- Hands-on experience running and optimising paid campaigns on Meta Ads and Google Ads.
- Working knowledge of Google Analytics (GA4) and the ability to turn data into clear insights and actions.
- Experience supporting or delivering events, from planning and promotion through to on-the-day delivery.
- A full UK driving licence and willingness to travel locally for events and photography.
- 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

- Experience in travel, tourism, transport or hospitality.
- Familiarity with Google Tag Manager, Looker Studio or similar reporting tools.
- Experience linking CRM or booking data to email segmentation and reporting.
- Photography and video skills, including filming and editing on a phone.

- A relevant marketing qualification.

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.