

JOB DESCRIPTION

Marketing Administrator

Hours of Work: Full-time (37.5 hours per week)

Location: TFI Local Link Louth Meath Fingal office in Navan

Role:

TFI Local Link Louth Meath Fingal now requires an appropriately qualified and experienced person to join our team to drive awareness of TFI Local Link services in Louth, Meath and Fingal.

Primary Duties and Responsibilities:

- Full knowledge of all services under TFI Local Link Louth Meath Fingal in terms of route numbers, route details and timetables.
- General knowledge of Public Transport in the Louth Meath Fingal area, to be able to advise passengers on options if there is no TFI Local Link service in the area.
- Proactively drive our Social Media presence (Facebook, Instagram, X, LinkedIn) and promote TFI Local Link in the TCU areas Louth, Meath, Fingal and nationally.
- Update the TFI Local Link LMF website with service information, changes, news and other updates as needed.
- Collaborate with the Manager, Operator Coordinators and Dispatch to identify services that need to be promoted.
- Create and schedule social media posts about TFI Campaigns, New Service Information and local information while adhering to branding guidelines.
- Update and organise printing of LMF Timetables, Booklets, Leaflets and other service information.
- Identify and attend events in the TCU areas and take photos for promotional usage on social media platforms.
- Working with the Manager and Operations team, create surveys for passenger feedback and public consultations.
- Provide prompt responses to Social Media queries.
- Create and manage Social Media giveaways.
- Promote TFI Local Link LMF services in local areas with posters, leaflets and goodie bags, taking photos of the area and bus to further promote online.
- Support the Call Centre with answering phones, taking bookings and providing general information to current and potential passengers.
- Communicate effectively in the English language, written and spoken, as appropriate to the requirements of the role.
- Report regularly to Management in all areas concerning your role.
- Perform other duties as assigned by Management.

Essential skills and Qualifications:

- Bachelor's degree in Marketing or a relevant field
- Have excellent interpersonal skills and fluency in English
- Strong strategic thinking skills, with the ability to develop and execute plans and actions.
- Proficiency in Microsoft Office Suite (Excel, Access, PowerPoint)
- Strong Collaboration skills and the ability to work well within a team and with cross-functional colleagues.
- Self-motivated, organised and the ability to work independently

Desirable skills:

- Experience working with Hootsuite
- Experience working with WordPress
- Experience working with Canva
- Good knowledge of Public Transport in the Louth, Meath and Fingal areas

The above job description is not intended to be an exhaustive list of duties and responsibilities. It may be reviewed to reflect the changing needs of the business.