

# CARRIER

JOB DESCRIPTION			
Company	Carrier Ltd	Role	Marketing Executive
Location	Didsbury, Greater Manchester <i>(Hybrid work: Min 3 days in the office)</i>	Supervised by	Marketing Manager
Date	January 2026	Hours	Full time

## About Carrier...

Carrier is renowned for being the best in the luxury travel space, winning the accolade of 'Luxury Tour Operator of the Year', 'Luxury Team of the Year' and 'Luxury Travel Workplace of the Year' as voted by leading experts in the industry. Carrier has also been recognised as one of the UK's 100 Best Mid-Sized Companies to work for.

This is a chic and sophisticated brand that embodies a world of beauty and elegance; constantly rising above the rest, we stand out for being different and authentic, creative and extraordinary. Our purpose is to create a beautiful life and a kinder world. We apply this same purpose to our people, tapping into everyone's potential to create a home where our people thrive. [carrier.co.uk/design/careers/](http://carrier.co.uk/design/careers/)

## The opportunity...

As Marketing Executive for one of the finest travel businesses in the luxury sector you will assist the Marketing Manager in delivering the annual communications plan and your mission will be to showcase Carrier and its products in extraordinary and inspiring ways.

This is a great opportunity for an individual who is already in a marketing position or working in the travel industry and is keen to move into the luxury space with a prestigious brand. We are looking for a creative, commercially astute Marketing Executive responsible for campaigns and promotional initiatives, with a focus on direct mail, email marketing and social media. You will also be the main point of contact for our B2C Luxury Travel Designers – creating and co-ordinating the production of assets and implementing the B2C marketing plan created by the Marketing Manager.

# CARRIER

## What you'll accomplish...

**Audience:** You will develop your understanding of the world of luxury and how to produce content that engages, inspires and entertains an educated, well-travelled, high net worth audience.

**Product marketing:** Collaborating with the Product team, you will co-ordinate and support the promotional activity of our curated portfolio and product collections across a range of channels.

**Organic social media:** Manage and execute Carrier's organic social media strategy, enhancing brand presence, engaging audiences and supporting overall goals by creating and scheduling content and monitoring performance across Instagram, Facebook and Pinterest.

**Trend monitoring:** You will stay updated on the latest social media trends, platform changes and best practices.

**Paid social:** Working closely with our external digital marketing agency, you will translate campaign briefs into high quality creative assets using Canva. You'll produce a range of social media visuals that support and enhance the paid social strategy, ensuring all content is on brand, engaging, and optimised for each platform.

**Campaigns:** Support the Marketing Manager with end-to end marketing campaign execution; collaborate on and deliver effective campaigns that drive customer acquisition and retention across a variety of offline and online channels to a HNW and UHNW audience.

**Email marketing:** Work closely with the wider Marketing team and Studio to create and distribute effective email marketing communications to our audiences.

**Measurement:** Tracking and reporting of owned channels to monitor effectiveness of activity and implement improvements.

**Additional tasks:** Assist in the completion of ad-hoc tasks and projects to support business goals.

**Additional tasks:** Undertake administrative duties associated with the Marketing department as required.

## Personal attributes and skills we're seeking...

- A travel or marketing background is preferable
- Previous experience with a premium luxury brand is desirable

## CARRIER

- Excellent copywriting and proof-reading skills; attention to detail and accuracy of work is essential
- A good eye for design, photography and a creative flair
- Working knowledge of Canva is desirable
- Assertive and a good communicator; must be comfortable picking up the phone to people around the world and be adept at getting input from busy staff around the business
- Highly organised and efficient
- The ability to work reactively and proactively to agreed deadlines and in a fast-paced environment; proficient in managing multiple tasks and reassessing priorities on a daily basis
- Good at troubleshooting, resourceful and practical, with a positive 'can do' attitude

### **Looking beyond just the job...**

You will be joining an effective, forward-thinking and dynamic team who drives change and impact by delivering visionary marketing with elegance and charm. You must be a confident team player who can work in innovative ways with a problem-solving attitude – someone who is resourceful, practical and always highlights solutions. Self-motivated with the drive to fulfil your own potential, we need you to be passionate, show a willingness to take on new challenges and support others while fuelling energy into your role.

We will in turn aim to equip you with the skills, knowledge and opportunities required to thrive in your job.