

Job Title: Leisure Travel Marketing Manager

Location: Tunbridge Wells – Office Based

Date: April 2024

THE ROLE:

We are an independent Tailor-made Tour Operator who have been operating for over 35 years, we are looking for an experienced Marketing Manager who can provide excellent marketing activity and results, working closely with the wider teams in our business.

Main Purpose of the Role:

- To plan & execute a rolling 12-month marketing plan, being accountable for the delivery of all activity within the plan. The main purpose of this plan is to generate new enquiries to our business from repeat and new clients.
- The key objectives will be:
 - **To increase brand awareness and new enquiries:**
 - by increasing enquiries / leads from our website and other digital and traditional marketing channels
 - to work closely with our sales and product team, to deliver direct marketing to our existing clients through our customer lifecycle plan.

You will work alongside our product team and with our in-house design team, website and development team, the wider business and 3rd parties to deliver on these strategies.

Key Accountabilities:

1. Marketing opportunities with existing clients

- To oversee and champion the delivery of the customer lifecycle plan monthly.
- Deliver campaigns to re-engage with existing clients.
- To work with the wider team to ensure our data base is engaged with on a regular basis by segmenting data, tracking trends, and delivering targeted campaigns.

<p>2. Websites key stake holder</p> <ul style="list-style-type: none"> ➤ To champion content on our website and other channels by co-creating and delivering a content plan to include improving existing pages as well as creating new pages/blogs/testimonials or similar material written in an engaging sale focused tone. <p>3. Sales collateral</p> <ul style="list-style-type: none"> ➤ To champion the creation of brochures and sales collateral to attract new clients and engage with our existing client list. <p>4. Customer reviews</p> <ul style="list-style-type: none"> ➤ To develop a strategy, gather and publish customer reviews on our website and by using platforms such as Google reviews, Feefo or similar. <p>5. Reporting and Analytics</p> <ul style="list-style-type: none"> ➤ Oversee and deliver monthly reports on our enquiry and booking data. <p>6. Events</p> <ul style="list-style-type: none"> ➤ Organise and project manage any marketing events. 	
<p>Required</p> <p>Minimum Skills & Experience:</p>	<ul style="list-style-type: none"> ➤ Creating and delivering a target driven marketing plan ➤ Keen eye for design ➤ Brand Ambassador ➤ Excellent creative writing skills ➤ Excellent grammar skills ➤ Excellent commercial awareness ➤ Image selection, re-sizing and uploading ➤ Project management skills
<p>Advantageous - skills or knowledge in some of the following areas:</p>	<ul style="list-style-type: none"> ➤ Travel industry background ➤ Budget Management ➤ Analytical skills ➤ CMS WordPress/Joomla ➤ Working with designers/developers ➤ Working in a corporate environment

Personal Skills or Characteristics:	<ul style="list-style-type: none"> ➤ Driven by results ➤ Passionate about travel ➤ Able to multitask and prioritise workload ➤ A natural ability to identify opportunities ➤ To think laterally ➤ Team player ➤ Positive attitude, determined to seek out results ➤ Trusted with sensitive business data ➤ Analytical mindset and ability to question/challenge ➤ To deliver on time sensitive goals ➤ IT literate – strong Excel / Word / Teams /MS Office Skills
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OUR OFFER:

- A competitive salary based on skills and experience
- Opportunities for career growth and personal development
- Gain exposure in many different parts of our business
- The ability to influence change in the business
- To be trusted with sensitive and important business duties
- TW office is a 10-minute walk from High Brooms Station
- The London office is a 10-minute walk from mainline (Charing Cross) and tube (Piccadilly/Leicester Square/Green Park) stations
- Free use of onsite staff gym with PT sessions (Tunbridge Wells only)
- Social and wellbeing events throughout the year
- Informal dress code
- Staff relaxation area with TV, games, a pool table & ping pong (Tunbridge Wells only)
- Staff discount on worldwide holidays
- Staff rewards and discount schemes
- 22 days holiday per year, plus public holidays – increasing to 27 days with length of service
- Work for an Investors in People employer