

Job Title:	<b>Digital Content Marketing Executive</b>	Team:	<b>Marketing</b>
Reports to:	<b>Digital Content Manager</b>	Reporting in:	<b>None</b>

**Role Summary and Job Purpose**

You will be an aspiring creative content specialist who has the ability to bring the unique Explore travel experience to life in a compelling and inspiring way for our target audience, across the Explore website and email communications. At heart you're a copywriter, but you will have an eye for visual communication to ensure that the content produced is truly engaging in every sense, and be comfortable in using data to measure and report on success.

**About Explore**

With 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

**Explore Values**

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

**Key Responsibilities**

- To produce inspiring, creative and commercially driven ideas for use across all marketing channels, primarily for email and web, but also for other platforms as required.
- To deliver email campaigns to deadlines, including writing copy, choosing images, building emails and thoroughly testing campaigns prior to sign off and send, and checking automated campaigns are running as they should.
- To be comfortable using and interpreting performance data to optimise social media and email content, including working closely with the CRM Executive to perform A/B Testing of various email campaigns to establish effectiveness, and optimise for future use.

- Work closely with the Senior Digital Content Marketing Manager and Content Manager on an engaging content plan that spans different global markets, bearing in mind differences in culture, tone and timezones.
- To work closely with the travel trade team on an email content plan for agents and partners.
- To write content for blogs and website landing pages, and assist with building landing pages in the CMS where required.
- Work closely with the wider Marketing and Product teams to ensure all content is consistent, factually correct, engaging, on brand and optimised for SEO where used online.
- Accurately proof read and edit customer facing copy created by marketing, product or other teams around the business as required.
- To maintain the Explore tone of voice across all platforms.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.

#### **Person specification**

- A focused, self-motivated individual with creative flair and commercial awareness who will bring marketing strategies to life
- A creative individual that thrives on delivering exciting and compelling campaigns and content.
- A highly effective individual who has an absolute eye for detail and is focussed on improving business performance through exceptional campaign execution, reporting and evaluation.
- Ability to 'muck in' and support the wider Marketing Team when necessary.

#### **Benefits**

- Work life balance is important to us at Explore and so we are open to discussion on working hours. The role is full time 37.5 hours per week, although we are happy to consider a different working week for the right person.
- You will start with 25 days holiday a year (pro rata).
- Pension scheme and life assurance.
- A generous holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.
- A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.
- A bar and games room at HQ.
- We subscribe to the 'Cycle to Work' scheme.
- Employment Assistance Programme – a 24/7 helpline offering practical and emotional support.

## Skills and Experience:

	<b>Essential</b>	<b>Desirable</b>
Confident and competent in establishing & developing relationships with external suppliers and key stakeholders	✓	
Experience of email and marketing tools with the ability to write and build comprehensive campaigns and processes		✓
Social Media Marketing experience on all major platforms		✓
Experience using analytics tools to measure data		✓
Excellent copy-writing skills with the ability to produce engaging & channel relevant copy that is SEO friendly and commercially driven	✓	
Excellent attention to detail with a strong desire for accuracy and quality. Proven skills in proof-reading and copy editing	✓	
Good understanding of email marketing practices		✓
Proven ability to manage multiple tasks/projects simultaneously and meet deadlines	✓	
Experience in working with website content management systems (CMS)	✓	
Working knowledge of HTML and CSS		✓
Experience of the Adobe Creative Suite (Photoshop particularly)		✓
Experience in building landing pages in Kentico or similar CMS platforms		✓
Worked with IBM/Silverpop Email Marketing		✓
Experience of working with external agencies		✓
Travel industry experience and/or strong interest in travel	✓	

## The small print

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*

**Date of Description: February 2023**