

Job Title:	Digital Content Marketing Executive	Team:	Marketing
Reports to:	Senior Digital Content Marketing Manager	Reporting in:	None

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 are 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.

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.

Skills and Experience:

	<i>Essential</i>	<i>Desirable</i>
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	✓	

Education:

	<i>Essential</i>	<i>Desirable</i>
Higher education/and or marketing qualification preferable		✓

Person specification

- A focussed, 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.

Explore reserves the right to vary your tasks, duties and responsibilities at any time and from time to time according to the needs of the Company's business. However, you will not be assigned to duties or required to perform services which you cannot reasonably perform or which are outside the range of your normal skills and experience. There will also be times when you may be asked to transfer, either temporarily or permanently, to an alternative job within the Company. Where this is agreed with you, either on a temporary or a permanent basis, it will be confirmed to you in writing.

Date of Description: 30 September 2021