

Explore!

Job Description

Job Title:	Digital Marketing Executive	Team:	
Reports to:	Regional Director	Reporting in:	

Explore

Explore is on a mission to establish its position as the leading small group adventure tour operator in the world. With 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - Which recommended and a Feefo Platinum 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.

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

Role- how will I be helping to create unforgettable adventures?

- Paid digital advertising campaign creation and optimization. Applying insight gained to refine merchandising and make recommendations to improve ads and content.
- Work with the centralized digital team to develop a strategy to increase visits and online conversions. Help implement these strategies under the guidance of the Digital Marketing Lead, including A/B testing, across PPC, programmatic, retargeting, affiliate, and paid social activity.
- Website analysis. Provide website campaign metrics in line with marketing goals and react to ongoing performance of the website using analytical tools.
- Work closely with the digital content team to deliver insight to support the creation of conversion-driving evergreen and campaign content.

- Help deliver on international expansion strategic plans via digital media channels, including regional market research and performance recommendations.
- Responsible for monitoring competitor email and other sector activity on an ongoing basis to identify areas of good practice that can be built upon.
- Keep up to date with current trends on digital advertising and ecommerce.

A typical working day

- Continually reviewing and improving the customer journey to drive acquisition, engagement, retention and increased revenue, through segmenting, testing, scheduling and analyzing performance.
- Liaising with centralized digital team to help optimize PPC and paid social campaigns. Double checking ad copy and monitoring campaign traffic in Google Analytics.
- Manage the audience building and campaign refinements within the CRM for the email channel, working closely with the CRM Manager in planning and managing high-volume, segmented email marketing campaigns. As well as respective internal stakeholders to ensure the email channel drives optimum revenue and engagement.

Am I the right person for this role?

- You're a data wiz at heart, curious by nature, and love delving into the numbers, with an eye for spotting patterns and anomalies. You'll be technically strong, with a good eye for detail and an awareness of data best practice. You'll also be comfortable in using data to measure and report on success.
- Digital advertising experience including PPC, programmatic, retargeting, affiliates, and paid social
- Experience working with CRMs for building marketing campaigns, audience segments and analysis.
- Competent and confident using Content Management Systems (CMS)
- Excellent copywriting ability to produce engaging content across a variety of channels.
- A creative thinker, who can express the brand through different channels and think outside the box to invent new ideas
- Experience using analytics tools to measure website and social media data, including Google Analytics.
- A good understanding of SEO, CRO and UX.
- Excellent communication skills, with the confidence to influence and liaise with stakeholders at all levels
- Demonstrated ease and enthusiasm in working with data, including standard email engagement metrics and analytics tools (Google Analytics is preferable).
- Proven experience in building, testing and sending emails within an ESP, with knowledge of email marketing techniques and best practice.
- Solid technical skills and expertise with HTML and CSS, including being able to code mobile responsive emails (knowledge of JavaScript and other languages advantageous but not required).
- Highly analytical and results focused.
- Able to work at pace, prioritize workload and maintain accuracy at all times.

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: 22 January 2024