

Job Title:	Digital Performance Marketing Executive	Team:	Marketing
Reports to:	Digital Marketing Lead	Reporting in:	None

### Role Summary and Job Purpose:

Work closely with the Digital Marketing Lead to deliver the Explore online marketing objectives, both strategic and tactical. You'll be responsible for the performance of our digital advertising. You will also be a key contact for our digital marketing agency, helping them to deliver key online strategies.

### Key Responsibilities:

- Work with our external digital marketing agency to develop a strategy to increase visits and online conversions and 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.
- Ensure the merchandising for campaigns and promotions are implemented across the websites, working with the Content team, in inspiring and engaging ways to enhance a positive user experience and optimise conversion rates, via a test and learn strategy.
- Work closely with the digital content team to deliver the insight to support the creation of conversion-driving evergreen and campaign content.
- Work with the Digital Marketing Lead to monitor analytics of customer journeys across the site, identifying pain points and taking action to make the journey better for the customer, supporting the implementation of onsite testing and the planning of website development roadmaps.
- Work with the Digital Marketing Lead to analyse and react to performance of the website and paid digital advertising using analytical tools and apply the insight gained to refine merchandising and make recommendations to improve ads and content.
- Help deliver on international expansion strategic plans via digital media channels.
- To assist and support in times of an issue/crisis. This will require being on-call out of hours in rotation with other colleagues.
- Keep up to date with current trends on digital advertising and ecommerce.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.

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**Skills and Experience:**

	<i>Essential</i>	<i>Desirable</i>
Competent and confident using Content Management Systems (CMS) – ideally Kentico		✓
Social Media Marketing experience on all major platforms	✓	
Paid digital advertising experience including PPC, programmatic, retargeting, affiliates and paid social	✓	
Excellent copy-writing 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 managing 3rd party suppliers and agencies.	✓	
Experience using analytics tools to measure for both website and social media data, including Google Analytics.	✓	
A good understanding of SEO, CRO and UX.		✓
Proven ability to manage multiple tasks simultaneously and meet deadlines.	✓	
Have a focus on accuracy and quality and a good attention to detail	✓	
Excellent communication skills, with the confidence to influence and liaise with stakeholders at all levels	✓	
Proven project and stakeholder management experience	✓	
Travel industry experience and/or strong interest in travel	✓	

**Education:**

	<i>Essential</i>	<i>Desirable</i>
Higher education		✓

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:** 2nd July 2018