

Job Title:	Marketing Manager	Team:	North America
Reports to:	Regional Director	Reporting in:	1 report likely to be created within the first 6 months

Explore

We're on a mission to make Explore a leading, small group, sustainable travel brand across the USA and Canada. Being a major brand in the UK with 41 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, 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 Statement:

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.

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

You will be responsible for the overall marketing performance for the Explore brand across the USA and Canada. Working with the Regional Director and Global Marketing Director, you will help design, manage, and deliver Explore's marketing strategy in order to firmly establish the brand in the region. You will deliver a customer-orientated and cost-effective plan to achieve targeted sales growth, renew customer engagement and meet business objectives. You will also have responsibility for the marketing of our sister brands as they launch into North America as a new sales territory. This is likely to take around 20% of your time.

A typical working day

It will be varied.

Develop and implement marketing plans to effectively reach target audience.

Work collaboratively with the local sales team, agencies, and the UK-based Marketing Team to develop, execute and optimise integrated, marketing campaigns.

Work with the Senior Digital Marketing Manager to ensure all digital marketing activity is optimised for the USA and Canada including PPC, SEO, programmatic display and retargeting, affiliate, Social ads & Pre-roll video.

Collaborate closely with the Content Marketing team to optimise the content strategy for the region.

Develop and execute trade marketing plans that align with overall marketing and sales objectives to increase visibility, drive sales, and support trade partners in promoting and selling the Explore product range.

Monitor and manage budgets and agency spend for all marketing activity in the region to ensure projects are delivered on target and on budget.

Monitor sales trends and market research and provide strategic recommendations.

Ensure brand consistency in all marketing communications and materials, and actively work to strengthen and evolve the brand's identity across the USA and Canada.

Tracking and analysing marketing campaign performance, measuring key metrics, and using data-driven insights to optimise future marketing efforts.

Planning and executing online events, trade shows, and other activities to build brand awareness and engage with customers.

Work with the Regional Director and UK PR team to ensure an effective PR strategy is in place to grow brand awareness and media relations.

Collaborate with other departments to ensure cohesive and consistent marketing efforts.

Am I the right person for this role?

You are a dynamic marketing professional keen to help establish and shape the future of the Explore brand in this region. Passionate about the planet and committed to growth, you constantly strive to be better than yesterday. You demonstrate creativity and originality in your work, having the personal drive and initiative to bring about change and help drive the business forward.

This is a great opportunity for someone keen to join a growing brand early in their direct market entry, build a regional marketing team and who has the ambition to become a Marketing Director at some point in the future.

Knowledge, skills, and experience:

- Enthusiastic team player
- Self-starter with relevant marketing experience
- Paid digital advertising experience including PPC, programmatic, retargeting, affiliates and paid social.
- A good understanding of SEO, CRO, CRM and e-marketing, and UX
- Creative thinker

- Commercially minded, self-motivated a problem-solver
- Analytical skills to measure the effectiveness of campaigns and make data-driven decisions.
- Friendly, approachable, and flexible with a strong ability to build a good rapport with the wider team and effectively communicate at all levels.
- Excellent communication and interpersonal skills
- Proficiency in digital marketing tools and platforms
- Have a relevant qualification in Marketing, or a related field.
- Prior experience in content writing
- Travel industry experience is highly regarded.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.

Benefits

Work life balance is important to us at Explore and so we are open to a discussion on working hours. We care about your output not when you do it. The role is permanent and full-time. We may have office space local to you in the future, and we usually ask people to be in the office for 2 days per week when that is the case.

25 days holiday a year plus public holidays.

Bonus eligibility based on company performance each year.

A 50% holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

2 volunteer days a year.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

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: September 2023