

Job Title:	Senior Digital Marketing Manager	Team:	Marketing
Reports to:	Marketing Director	Reporting in:	CRM Manager, Digital Performance Marketing Executive

Explore

Explore is on a mission to regain 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 in the world. 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 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.

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

Working with the Marketing Director, you will design, manage and deliver Explore's long-term digital strategy in order to deliver a customer-orientated and cost-effective plan to acquire and renew customer engagement.

Day-to-day you are responsible for all digital performance and ecommerce activities within the company, including online advertising, CRM, agency relationships (PPC, SEO, retargeting), website merchandising and achieving targeted growth in online sales.

You will work collaboratively with your own team, agencies and the Senior PR & Communications Manager to execute and optimise integrated, marketing campaigns.

Key Responsibilities:

- Responsible for the overall digital marketing & CRM performance for the brands, taking direction and guidance from the Marketing Director, to meet business, marketing and brand objectives.
- Line management of CRM Manager and Digital Performance Marketing Executive
- Use data, best practice and industry trends to guide the long term digital strategic roadmap and short-term tactical digital decisions
- Manage the digital agency relationship and brief them on campaigns, projects and tactical promotions and work closely with them to deliver against objectives across all online channels

- Work with the CRM Manager to design, optimise and deliver the customer and prospect contact strategy – including end-to-end communications, loyalty & retention strategies, email newsletters, technical developments and software solutions.
- Collaborate closely with the Content Marketing team to help develop and optimise the digital content strategy – including web content, SEO and social.
- Support the Senior PR & Communications Manager by identifying opportunities or challenges to improve performance of digital PR, outreach and advise on partnership and brand advertising on digital channels
- Collaborate with the Senior PR & Communications Manager to ensure all digital activity is aligned to overall campaign messaging, whilst being performance driven and optimised to the relevant stage of the customer journey.
- Work with the Digital Performance Marketing Executive to design, optimise and deliver the digital performance marketing strategy – including PPC, digital display advertising and affiliates.
- Oversee day-to-day delivery of online marketing activity including PPC, SEO, Programmatic display and retargeting, affiliate, Social ads & Pre-roll video
- Work collaboratively with the Head of Digital Transformation and the website development agency on forthcoming website development projects – and consider the best options for the business in the development of the website longer term, creating roadmaps and business cases accordingly
- Monitor and manage budgets and agency spend for online activities to ensure projects are delivered on target and on budget
- To assist and support in times of an issue/crisis. This will require being on-call out of hours in rotation with other Managers
- To be able to work at pace, prioritise workload and maintain accuracy at all times

Am I the right person for this role?

- Significant knowledge and experience of the full digital marketing mix
- Hands-on experience of paid search and digital display advertising (client-side or agency)
- Hands-on experience of managing websites including CMS knowledge
- Experience of CRM tools/platforms
- Excellent data analysis and reporting skills
- Ability to work at pace, handle shifting priorities and/or ambiguity and make quick decisions
- Ability to work cross-functionally and in a matrix structure
- Experience of managing a team
- Excellent relationship building skills and ability to positively influence others
- Ambitious self-starter with a drive for results

	<i>Essential</i>	<i>Desirable</i>
Previous experience using web analytics and other tools to identify opportunities for improvement (e.g. Google Analytics, Adobe Analytics) and Google Tag Manager	✓	
Paid digital advertising experience including PPC, programmatic, retargeting, affiliates and paid social	✓	
Experience in Digital marketing ROI techniques, Attribution, effectiveness modelling and econometrics	✓	
Experience of A/B and MVT tools	✓	
A good understanding of SEO, CRO, CRM and e-marketing, and UX	✓	
Experience of managing ecommerce platforms at manager level with technical skills in e-commerce strategic planning, business, financial principles and e-commerce market development	✓	
Proven track record of increasing sales and traffic to corporate/brand websites.	✓	
An independent thinker, but a team player who has experience in working to tight deadline and under pressure	✓	
Project Management implementation, managing both internal and external expectations through effective communication and project plans	✓	
Have a focus on accuracy and quality and a good attention to detail	✓	
A strong track-record of managing and developing a team. Excellent communication and interpersonal skills	✓	
Demonstrate creativity & originality in your work, having the personal drive and initiative to bring about change and help drive the business forward.	✓	
Excellent communication skills, with the confidence to influence and liaise with stakeholders at all levels	✓	
Experience managing 3rd party suppliers and agencies	✓	
Experience of content management systems – ideally Kentico		✓
Travel industry experience and/or strong interest in travel	✓	

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.

You will start with 25 days holiday a year – this rises to 30 days after 5 years with the company. There is the option to 'buy' additional holiday leave.

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 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: 9th June 2022