

# distantjourneys

Your Time to Explore

Welcome to Distant Journeys, a fast-growing UK based company specialising in escorted group tours to India, Sri Lanka, Australia, New Zealand, Japan, China, Vietnam, Cambodia, Laos, Borneo, South Africa, Kenya and Canada & Alaska.

We are true escorted touring experts and have won 18 awards at the British Travel Awards over the years, including “Best Small Holiday Company to Australasia,” “Best Small Holiday to Sub-Saharan Africa,” and “Best Small Escorted Tours Holiday Company,” and received the Feefo Platinum Trusted Service Award.

Our holidays offer unparalleled adventure and once in a lifetime travel experiences. Our customers are at the heart of what we do, and this is reflected across our company – from our customer service awards to the passion of our teams on the ground in the destinations we operate in.

Due to unprecedented growth, we are looking to expand our talented team.



**Job Description:** Digital Marketing Manager

**Salary:** Circa. £45,000

### **Overview**

An energetic and experienced Digital Marketing Manager is needed for this exciting role with Distant Journeys. Keen to progress their career in the travel industry, this role will provide support to the Head of Marketing and will work closely with the Marketing Manager and wider Marketing function, managing two direct reports.

You will shape, lead and manage the digital marketing strategy across all online channels in line with Distant Journeys business objectives.

The Digital Marketing Manager will be responsible for the performance of the Distant Journeys website, analysing web traffic, and all digital marketing activities/paid channel activity, including PPC, Social (Paid & Organic), SEO, CRO and Email.

### **The Role**

As Digital Marketing Manager you will be responsible for online customer-facing marketing activities for the entire portfolio. You will be focused on website performance, digital marketing campaigns, and will have an excellent understanding of lead generation and conversion optimisation. Managing significant budgets for PPC and Paid Social campaigns, and with a good understanding of SEO and CRO, you will work closely with our digital agency to deliver results that drive maximum ROI.

You must be highly analytical with incredible attention to detail, as well as the ability to understand the products quickly, and will make data-driven recommendations.

To support business growth, you will also be working with the Head of Marketing, Engineering Lead, wider marketing team and relevant departments on the delivery of a new website.

### **Key areas of responsibility**

- To effectively manage strategy and performance across all paid media channels, working with our digital agency to optimise PPC & Paid Social campaigns, to maximise ROI and meet business requirements
- To plan online marketing campaigns that are executed across all channels effectively, managing email marketing and social media channels in-house
- Monitor and report on website activity and performance, conducting regular digital reporting and insight analysis
- To analyse KPIs to measure effectiveness of digital marketing campaigns
- To manage and monitor all digital marketing budget
- Working with wider team, manage all website marketing activity, updates and promotions, ensuring content is up-to-date, relevant and drives revenue
- To manage SEO and CRO strategies with our digital agency and in-house team
- Liaise with key relevant departments to ensure all departments are briefed on current and upcoming activity
- Support on the delivery of a new website, working with the Head of Marketing, Engineering Lead, wider Marketing function and relevant departments

- General marketing support

### **Who we're looking for**

As the Digital Marketing Manager, you will need to be analytical, with an exceptional eye for detail. You will have a passion for the travel industry, and be a strong communicator, who is confident in a fast-paced environment.

In addition to this we're looking someone with the following experience and qualities:

- At least five years' digital marketing experience, ideally within the travel industry
- Strong analytical and numerical skills with sharp attention to detail. Solid knowledge of Google Analytics and Excel. Commercially astute and results driven
- Experience with a variety of digital acquisition channels and techniques, PPC and Paid Social essential
- Proven track record of planning and carrying out effective digital marketing campaigns
- Previous experience working with agency partners and website content management systems
- Strong understanding of SEO best practices and social media platforms
- Budget management and project management experience
- Team player with a proactive approach and the ability to use own initiative
- Excellent interpersonal and organisational skills with the ability to prioritise, multitask and work in collaboration with various stakeholders
- Strong passion for all things digital and latest marketing innovations and trends
- Have a strong customer focus and an eye for detail
- Strong problem solving and decision-making skills
- Relevant Marketing degree or qualification preferable

## COMPETENCY PROFILE

### CONCERN FOR QUALITY:

- Has on-going concern for quality
- Systematically monitors own work or others' work to ensure progress is on time and will be achieved to high standards
- Personally introduces own approaches and methods to raise quality standards

### SELF MANAGEMENT:

- Actively plans and prioritises own workloads
- Gives a consistent and stable performance
- Transfers learning from one situation to another
- Works with minimum supervision
- Seeks additional tasks when original objectives have been completed

### CONCEPTUAL & ANALYTICAL THINKING:

- Analyses complex problems and is able to break it down into logical parts
- Sees connections and patterns in information that are not obviously related
- Identifies the potential impact that trends or events may have on services or customers
- Draws logical conclusions and provides creative options and recommendations

### RELATIONSHIP BUILDING:

- Accesses existing networks to remain current with information and developments
- Actively listens to others and seeks opportunities to exchange information
- Recognises the need to build relationships both internally and externally

### INFORMATION SEEKING:

- Puts a process in place to ensure relevant information is extracted
- Personally investigates situations and uses a range of alternative sources to obtain information
- Questions and tests the reliability of data they are given
- Records and stores information in a systematic way

### CONCERN FOR RESULTS:

- Constantly monitors self service delivery and takes corrective action to ensure targets are met
- Identifies inefficiency and takes action to rectify
- Constantly looks for opportunities to improve business performance and uses/passes the information on accordingly

### TEAMWORK:

- Willingly joins in when asked
- Displays a good attitude to team tasks and meetings
- Shows respect for the views and actions of others