

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 23 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.

We are looking for short-term cover for a period of 3 months for one of our Marketing Executives.



Job description: Marketing Executive (*short-term cover, max. 3 months*)

Salary: £23,000-£25,000

Overview

An energetic and experienced Marketing Executive 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 Digital Marketing Manager, Head of Marketing and wider Marketing function. With an excellent understanding of the marketing delivery chain, this role will work on fast-paced and challenging campaigns spanning web, email, social, PPC, SEO and CRO with support from the wider Marketing team and agency teams, aimed at driving maximum ROI.

Role Purpose

As Marketing Executive you will be required to create and prepare content and assist with all online customer-facing marketing activities for the entire portfolio.

You must have incredible attention to detail and an eye for quality, as well as the ability to understand the products quickly.

Key areas of responsibility

- To help drive online marketing campaigns that are executed across all channels effectively, managing email marketing and social media channels in-house
- Support the Digital Marketing Manager and digital agency on PPC, Paid Social, SEO and CRO requirements
- Co-ordinate website marketing activity, updates and promotions, ensuring content is up-to-date, relevant and drives revenue
- Coordinate with relevant departments to keep them informed of current and upcoming marketing activities.
- Support online customer-facing communications, ensuring all materials are thoroughly briefed, written, and proofed to a high standard.
- Maintain consistency with brand visual identity, tone, and messaging guidelines.
- Utilise analytics tools to measure and improve campaign performance, including regular monitoring, reporting, and provide actionable insights.
- Assist the Marketing Manager, Head of Marketing, and the broader marketing team as needed to achieve department goals.
- Stay up-to-date with digital marketing trends, tools, and best practices to bring fresh ideas and approaches to the team
- Support on the delivery of a new website, working with the Digital Marketing Manager, Head of Marketing, Engineering Lead, wider Marketing function and relevant departments
- General marketing support

Who we're looking for

As one of our Marketing Executives you will be a strong communicator, confident in a fast-paced environment with an exceptional eye for detail and a passion for the travel industry. In addition to this we're looking someone with the following experience and qualities;

- At least two years digital marketing experience
- Proven track record of working on effective multi-channel marketing campaigns
- Communicate effectively with internal and external stakeholders
- Grammatically and computer literate, with knowledge of commercial packages such as Microsoft Office and WordPress
- Well organised and able to meet tight deadlines
- Task-orientated and have the ability to work on own initiative as well as work closely with other team members
- Have a strong customer focus and an eye for detail
- Strong problem solving and decision-making skills
- Excellent copy writing and proof-reading skills



COMPETENCY PROFILE

SELF-MANAGEMENT:

- Seeks to improve personal efficiency
- Adopts good time management practices
- Takes time ahead of meetings / delivery deadlines to think through actions required
- Uses existing systems to plan and prioritise work e.g. diary
- Creates own time management systems and processes to organise and plan their work

CONCERN FOR QUALITY:

- Reviews work
- Takes care to ensure a task is completed well
- Clarifies the task to be achieved, ensures own understanding of what is required
- Systematically monitors own work to ensure progress is on time and achieved to high standards of quality

CONCERN FOR RESULTS:

- Makes changes to improve business results (e.g. does something better, faster, at lower cost)
- Constantly monitors service delivery

CUSTOMER SERVICE:

- Builds information about customer needs and requirements to use as data
- Uses understanding of customer requirements to identify improved ways of working

RELATIONSHIP BUILDING:

- Nurtures and develops key contacts to access needed information
- Makes effective contributions to networks
- Uses individual's names and references personal details to use in future conversations
- Responds positively to conflict

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

CONCEPTUAL AND ANALYTICAL THINKING:

- Analyses complex problems and can 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