

# distantjourneys

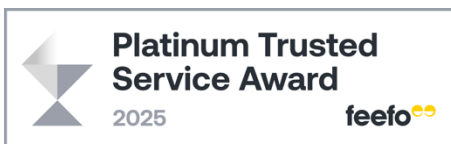
Your Time to Explore

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.

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



**Job Description:** Digital Marketing Executive

**Salary:** circa. £26,000

### **Overview**

An energetic and experienced Digital 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 and will work closely with the wider Marketing function. With an excellent understanding of the marketing delivery chain, this role will work on fast-paced and challenging campaigns spanning email, website performance and content, PPC and Paid Social, SEO and CRO with support from the wider Marketing team and agencies, aimed at driving maximum ROI.

### **The Role**

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

You must be analytical with incredible attention to detail and an eye for quality. The ability to understand the products quickly is important, and you will make data-driven recommendations.

### **Key areas of responsibility**

- Execute key marketing activities across digital channels, ensuring timely, on-budget delivery to drive customer retention and acquisition
- Develop and manage a diverse range of digital campaigns, including website, email, social media, PPC and Paid Social marketing initiatives
- Coordinate with relevant departments to keep them informed of current and upcoming marketing activities
- Identify opportunities for integrating digital campaigns with offline activities for a seamless customer journey
- Monitor website activity and performance, conducting in regular digital reporting and insight analysis
- Work with digital agencies to develop compelling campaign messaging and creative content
- Ensure all content resonates with target audiences and supports customer acquisition and retention goals
- Support customer-facing communications, such as online promotional content and email marketing, ensuring high standards of briefing, writing, and proofreading
- Maintain consistency with brand visual identity, tone, and messaging guidelines across all online touchpoints
- Utilise analytics tools and customer feedback to measure and improve the performance of online campaigns
- Regularly monitor and report on campaign success, offering actionable insights to refine future strategies
- Assist the Digital Marketing Manager, Head of Marketing, and the broader marketing team as needed to achieve department goals
- Stay informed about trends in marketing to bring innovative ideas to the team

- General marketing support

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

As one of our Digital 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 for someone with the following experience and qualities;

- At least two years of digital marketing experience
- Proven track record of working on effective digital marketing campaigns
- Communicate effectively with internal and external stakeholders.
- Grammatically and computer literate, with knowledge of commercial packages such as Microsoft Office
- Strong analytical and numerical skills with sharp attention to detail. Solid knowledge of Google Analytics. Commercially astute and results driven
- Experience with a variety of digital acquisition channels and techniques, including email, social media and website management. PPC and Paid Social preferable.
- 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