

Digital Marketing Executive

Branch:	Bristol
Work location:	Office
Reports to:	Head of Marketing

Our Values

In everything we do at InsideAsia Tours, we strive to be trustworthy, knowledgeable, ethical, high-quality and friendly. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily.

Job Purpose

You will oversee the online marketing strategy, creating compelling digital experiences across our channels to grow the brand, engage our audience and drive conversions.

The Role

This is an acquisition and optimization-focused role based in our UK office requiring collaboration with the US and Australian marketing managers. You will have responsibility for developing and implementing the digital strategy across PPC, email, automation and campaign-related web page development plus support with SEO improvements and content strategy. You will also work with the Head of Marketing and Websites Manager to identify user-focused improvements to online customer journeys.

You'll liaise with external agencies, specifically but not limited our PPC and analytics agency.

As well as a digital expert, you'll be a brand builder and seek to develop a richer relationship with our audience at every interaction.

Who will you be working with

- You'll bring an infectious enthusiasm to the UK marketing team, building strong relationships with each member and using your knowledge of their area of specialism will to identify synergies, opportunities and help the whole team to think multi-channel.
- You'll be a strong communicator of intentions, priorities and approach to your line manager
- You'll be calm and solutions focused with a curiosity that brings new tools and processes to the marketing team
- You'll have the confidence to be honest, know when to say yes and when (and how) to say no with all your colleagues



What are we looking for from you

We need a natural, holistic thinker who works objective-down not channel-up. You'll be passionately audience-centric and work to map what we do online to our customer's journeys.

From day one you'll look to get under the skin of the business. Understand who we are and what we believe in. Our personality will shine through all the touchpoints you use. We live and breathe our values and expect you to do the same. You will see challenges as opportunities, be calm under pressure and be comfortable working collaboratively and independently. You'll always take ownership of your work, seeking to understand its effectiveness and actively seeking out feedback from your colleagues. We want to hear your ideas, see your creativity, learn from your analysis and feel the positive influence of your personality.

We know that seeking perfection gets in the way of experimentation, you'll know how to balance testing simple versions of ideas without settling for mediocrity.

Outputs

- Marketing automation campaigns
- PPC campaigns
- Landing pages and lead-capture collateral in support of the digital marketing strategy
- Monthly performance reports

Main tasks and responsibilities

- Own the email marketing strategy, set up email campaigns and identify opportunities for highly segmented and personalised automation campaigns
 - Match activity to key sales peaks and use quieter periods to review, optimise and plan
 - Identify the content needed for digital campaigns and oversee its development
 - Collaborate with the websites manager to identify and optimise key customer journeys on our website. Manage the development and optimisation of landing pages in support of digital campaigns
 - Generate ideas to test campaigns, web pages and emails to continually improve and optimise design and content
 - Research the customer and consider the user in every decision made
 - Own our digital advertising, work with our PPC agency and identify other opportunities and experiments through Adwords, Facebook, YouTube etc
 - Implement the SEO strategy to grow our organic traffic and ensure all pages are optimised for search
 - Work with the Social Media Coordinator to plan organic and paid social strategy
 - Measure and report on the effectiveness of campaigns and activity, look for improvements
 - Track and analyse website traffic
 - Support the sharing of digital marketing best practices across the team
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Experience and key skills required

- Minimum 3 years' experience in a business to consumer marketing role, either as a digital marketing executive or a marketing executive with a heavy emphasis on digital
- A proven track record with email marketing, evidence growing email engagement and experience setting up automation campaigns
- Experience planning and executing paid digital campaigns to drive conversion, optimising those campaigns
- A curiosity to try new things, a test and learn mindset
- An understanding of SEO, SEM and content strategy
- A multi-channel mindset where you make the maximum impact from content and resources plus an understanding of how offline and online interact for maximum impact, especially PR
- Excellent Google Analytics skills, the ability to build effective reports and extract actionable insights from data
- At ease learning new platforms, especially email marketing tools and CMS
- Exceptional collaboration, communication and planning skills
- A born team player with an optimistic outlook

Desirable attributes

- Great communication skills
- An ability and willingness to learn
- Adaptability and an openness to change and trying new things

Pay and conditions

Salary	£24,850 - £27,950 per annum (depending on skills and experience)
Hours	40 hours per week
Holiday	23 days annual leave + statutory bank holidays
Pension	An auto-enrolment workplace pension scheme is offered to employees; company contribution is 3% of gross monthly salary, with a current minimum employee contribution of 5%
Bonus	There is a performance-related bonus scheme where the maximum payment available is 125% of monthly salary

Travel to work: we encourage our employees to either walk, cycle, use a park and ride or bus or train service. If driving by car, parking would be in a public car park at own cost; there is no parking available at the office. We run a Cycle2work scheme for employees, following successful completion of the probation period.

Probation period: 6 months, can be extended by 1 additional month if necessary.

Candidates will need to have the right to work in the UK. For this position we are unfortunately unable to sponsor visas. There may be occasional opportunities to travel to Japan for research purposes.

About InsideAsia Tours

InsideAsia Tours Ltd, is a growing travel company whose head office is in Bristol, with other sales branches located in Boulder, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan with a satellite office in Tokyo. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000 and InsideAsia Tours established in 2013 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover.

Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.

Work Culture

You will be working in a vibrant office with a great team of employees all with a passion for the destinations, a belief in the brands and a strong sense of collective values and purpose. Our work culture is supportive, creative and dedicated and is at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it will be important that you play your part.

If this role is of interest, please apply now by sending an up-to-date CV and a comprehensive cover letter, showing how your skills and experience match the job description to: jobs@insideasiatours.com