

## Head of Digital

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Branch:	<i>Bristol</i>
Work location:	<i>Office</i>
Reports to:	<i>Global Head of Marketing</i>

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### **Our Values**

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You will be working 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.

### **Job Purpose**

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As the Head of Digital, you'll drive the digital customer acquisition and retention for both our InsideJapan and InsideAsia brands through defining the strategy, channel execution and underpinning systems to meet our growth goals in the UK, Australia and US. You'll also shape and coach a formidable digital team.

### **The Role**

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After 20 years designing cultural adventures across Asia, Inside Travel Group is embarking on a new kind of challenge: to transform our marketing into a digital-first growth engine. This is brand-new role with huge potential - shaping the whole global digital strategy for the business.

As the Head of Digital, you will develop a global, strategic omni-channel digital marketing approach that drives lead generation, customer retention and is adapted to our different markets. You'll track, analyse improve performance through digital platforms/ channels including the websites, paid search, email automation, CRM, SEO and paid social.

You will lead strategic and operational decisions within the Digital Marketing team whilst closely managing existing projects and campaigns to ensure successful delivery and demonstrable results; you will be the company's digital marketing authority.

This is a leadership position, so you'll love inspiring and developing your team.

This hands-on role is perfect if you like a mix of strategising and executing and are excited by the opportunity to make a huge impact, build a fantastic team and generate some phenomenal growth.

Digital is a broad church, and we recognize that not every digital leader has had the same exposure to every specialism. If you've got demonstrable experience driving growth, then we want to hear from you.

### **Who you will be working with**

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You will work closely with the Global Head of Marketing. Together you'll match the digital strategy and KPIs to business objectives, budgets, and opportunities and develop quarterly priorities and plans.

The trade and direct marketing team members within each branch to understand the nuance and customer in each market.

Together with the Content Manager you'll harmonise content strategy with wider digital aims and SEO improvements.

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You'll line manage two Digital Executives and our SEO Manager.

Alongside our Project Executives, you'll balance resource and priority of work and ensure smooth transition from results needed to tasks required.

You will be influenced by and influence the entire global marketing team, in regular contact with all members to align digital with content, communications and our trade team.

You will be in close communication with key stakeholders from sales and product, consulting them on key measures and insights as well as aligning over initiatives.

You'll be accountable for the effectiveness of our digital agency relationships, currently PPC, ESP and website developers.

### **Level of budgetary responsibility**

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On an annual basis, alongside the Global Head of Marketing, you'll look at the 12-month digital budget requirements by branch country on an annual basis, as well as forecasting and reforecasting throughout the year.

### **What you will be doing**

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#### **Strategy and planning:**

- Define the digital strategy for each of our brands/ branches to create a global approach to increasing online lead generation and increasing customer lifetime value.
- Define our channel approach and spend, including paid search, automation, CRM, SEO and paid social, in the different markets we sell into.
- Interpret business growth targets into opportunity areas and metrics to move.
- Track, report and analyse the customer journey to drive continuous improvement to continually improve ROI.
- Prepare and manage annual budgets for the Digital team.
- Confidently communicate your vision to senior stakeholders and the wider marketing team.

#### **Execution and optimisation:**

- Generate efficient online demand through paid digital activity (PPC, Paid Social) through evergreen and tactical campaigns across multiple platforms whilst testing and optimising those campaigns to maximise engagement.
- Plan and execute to win at SEO – technical and content. Maximise our visibility in search for commercial terms, ensuring the websites are fully optimised to drive “in market” traffic from organic search.
- Develop, enhance, and streamline the websites' user experience to improve conversion.
- Directly project managing key digital developments.
- Leverage CRM data to provide marketing automation benefits to enhance the customer journey and increase the volume of repeat clients.

#### **Leadership and team development:**

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- Be a visible senior leader within the business, laying out the digital vision and goals and educating the business on approach, share successes and share learnings.
  - Mentor and develop the digital marketing team to be high-performing, results orientated and motivated. Foster a “test and learn” mindset.
  - Set, monitor and report on team goals.
  - Problem solve issues and blockers, bringing the right people together from across the organisation to keep work moving forward to prevent inertia.

#### **Analysis and reporting:**

- Providing regular and exceptional reporting on the key metrics for the digital channels, including a weekly dashboard.
- The ongoing development and optimisation of data dashboards.
- Extract insight from a blend of online and offline data and use this to drive decision making and educate the team and wider organisation.

#### **Outputs & Deliverables**

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- Digital strategy and budget
  - Quarterly goals and plans
  - Branch specific channels plans for acquisition and customer lifetime value (SEO/SEM/email/CRO)
  - Campaign plans
  - Digital KPIs
  - Weekly/ monthly/ insight and reporting aligned with targets and goals

#### **Measurable Outcomes/KPIs**

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- Qualified leads generated for the sales team
  - Website traffic growth from digital channels
  - Audience size on database/ social

#### **What you will need**

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- Proven experience in leading the formation and roll-out of digital marketing strategies that grow businesses.
  - Hands on experience with strategy and execution across websites, PPC, SEO, email, social and analytics.
  - Customer obsession and ability to understand the market-by-market nuances of our customers and how to adapt our approach and message accordingly.
  - An extraordinary alignment to the whole customer journey. Our marketing and sales cycle is longer and more complex than an e-commerce business and our marketing success is linked to the ability to measure and influence throughout.
  - A constant desire to learn matched with a canny ability to spot areas of opportunity and improvement and drive change.
  - Honed experience with data analysis from multiple platforms, especially Google Analytics and CRM, and the ability to extract insight from data.
  - Experience managing and coaching a multi-disciplinary team.
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- Masterful organisational skills across a wide number of concurrent initiatives – you need to be happy wearing many hats and have excellent team/ project management approaches.
- Great leadership skills and the ability to explain and persuade digital at all levels of the business.
- A proactive, problem-solving approach which sees issues and blockers as opportunities to improve.
- Laser-sharp attention to detail.

### What we are looking for from you

- Optimism – a sense that things can be done and will come together well.
- Solutions focused – not blocked by problems but able to see the path to solving them.
- A natural collaborator – knowing how and when to bring people together.
- Priority focused - able to say no, minimise distractions and keep the team on track.
- Confident and curious – able to dive in, ask questions, figure things out.
- Adaptable – aware that change is inevitable and part of the process.
- Outcome orientated – starts with the end in mind, able to communicate what good looks like and keep multi-disciplinary teams outcome orientated across a variety of tasks.
- Diplomatic – able to coach and guide different work/ communication styles.

### Beneficial skills and experience

- Agile project management skills.
- Deep data analysis skills – exploration of data for insights.
- Experience managing a global, remote team.

### Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

#### UK - Bristol

<b>Base Salary</b>	Up to £75,000 depending on experience
<b>Hours</b>	37.5 hours per week
<b>Holiday</b>	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
<b>Health</b>	Employee Assistance Program; Enhanced parental leave
<b>Pension</b>	3% employer pension contribution
<b>Bonus</b>	Annual discretionary performance-related bonus of up to 125% of monthly salary
<b>Benefits</b>	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Designated learning and development time

### About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in

Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 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.

## **Our Culture**

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You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's 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'll be important that you play your part.