

Digital Experience Manager

Branch:	Bristol, UK
Work location:	Office/Hybrid/Remote
Reports to:	Global Head of Marketing

Our Values

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.

Our Culture

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.

Job Purpose

Drive the growth of the InsideAsia and InsideJapan brands through improving organic acquisition to our websites and growing their effectiveness at converting traffic into leads and prospects. You'll own improving the technical health and user experience of our websites and developing our platforms to meet the evolving needs of our customers and business.

The Role

Our websites are our shop window, a crucial step in the customer journey and where 60% of our prospects and leads are captured. We need you to make them perform brilliantly – technically and for our customers.

On joining, your focus will be at the early stages of the customer journey to drive growth of the business – the priorities are organic health, conversion and usability of both websites. You will be responsible for their reimagining, evolution and development.

You will own our digital product roadmap: improve the customer journey UX, prioritise areas for development and optimisation, identify new features, build consensus within the team, and coordinate developers in delivering high-quality digital experiences.

You'll have a deep love of analysis, generating weekly, monthly and quarterly reports and insights from a blend of online and offline data which drives decision making and educates the business on performance and opportunity.

You'll be obsessed with understanding the outcome for the customer and improving the UX through research, tools, instinct and user testing.

You establish strong project management processes to keep work prioritized and timebound between internal and external resource/ development agencies.

Supporting the marketing team, you'll be able to balance the needs of brand content and SEO, championing best practice and continually improving our ability to deploy landing pages and campaigns.

Who you will be working with

Internally, you will work closely with the Global Head of Marketing to develop strategy, budgets and resource plans as well as discuss and decide the initiatives and priorities within our three markets.

You will also work closely with the Heads of Marketing in the UK, USA and Australia to understand and share understanding of the website's performance in different markets and the improvement areas unique to each market.

You will be a key part of the Marketing delivery function - working with our Projects Executive to ensure our Digital and Content Executives have effective briefs to drive through change.

Eventually, you'll collaborate with cross-functional partners in Operations, Sales, Customer Experience and Technology to evaluate and continuously improve our digital customer experience across the entire journey.

In terms of external relationships, you will own our development agency relationships and source external talent to support with projects.

You'll liaise with the in-house developers of our booking/ CRM platforms around the intersection between our customer-facing and back-end systems.

Level of budgetary responsibility

You will be actively involved in the annual budget plans for your department, working with the Global Heads of Marketing to establish a budget for your work.

What you will be doing

- Interpret business growth targets into opportunity areas and metrics to move
- Create a vision and strategy for the websites to improve customer journey conversions, optimize flows, and streamline navigation using 'test and learn' approaches
- Provide vision, direction and leadership on the user experience, overseeing maintenance and the external parties involved in maintenance
- Improve the organic rankings of our websites through best practice technical SEO implementation
- Work with the digital marketers and Product team to oversee effective and geospecific "merchandising" of product and content – balance the brand and optimisation needs of the websites
- Establish KPIs and develop insight-driven reports weekly, monthly and quarterly using blended data sources
- Support and coach other colleagues to improve their reporting skills, use data more effectively and learn from data insights
- Ensure work carried out by external agencies is effectively prioritised and delivered to design, time and budget specifications
- Be the primary internal technical resource for the company's digital platforms, developing company insight into and awareness of current trends and developments in digital marketing as it relates to our websites and landing pages

-
- Create detailed project plans outlining requirements, task owners, milestones, dependencies and key risks and deliver projects against ambitious deadlines
 - Define and build processes and workflows for managing web content management to enable scale, promote self-sufficiency and minimize turnaround times for requests
 - Ensure adherence to web, compliance and graphic standards
 - Responsible for managing, organizing and presenting data in a clear, concise and actionable format to cross-functional teams and organization

Outputs & Deliverables

- Website UX development roadmap
- Tactical plans to meet growth targets
- Geo specific CRO testing plan
- Technical SEO roadmap
- Website performance reporting
- Digital customer journey reporting
- Project documentation including briefs, outputs, timelines

Measurable Outcomes

- Organic traffic to website
- Website health metrics (speed, uptime)
- Website conversion rates
- Traffic to commercial website pages
- Database growth

What you will need

- A digital experience professional with considerable experience managing revenue generating websites at a senior level
- A track record leading website engagement and conversion strategies with proven KPI improvement
- Strong commercial acumen and understanding of acquisition and retention approaches
- Experience project managing developers, designers and marketers
- Hands-on knowledge of website content management systems
- Experience blending data from Google Analytics, CRM and other analytics platforms/tools for insights that drive decision making
- Working knowledge of website standards and best practices, including but not limited to SEO practices, global compliance standards, CMS, analytics and features and functionality
- Experience with Conversion Rate Optimization (CRO), including split A/B testing experience
- Strong experience with website development & best practices
- Natural problem solver with a strong understanding of how to drive consumer behaviour

What we are looking for from you

- Professional problem solver: large or small, you'll take the initiative on improving digital experience and solving technical issues
- Naturally resourceful: you know how to work with what we've got while driving towards what we want
- Team player: you understand we are all working together to achieve the same goal
- Optimist: you believe that where there's a will there's a way, and motivates along the way
- Customer obsessed: you put the customer at the centre of every decision
- Skilled collaborator: you bring people together to make progress
- Strong communicator: you see the value in transparency and openness
- Steadfast coordinator: you pride yourself on leading a deliverable from conception through to completion
- Curious and analytical mindset: you look for patterns not problems
- Excellent time-management skills: you're adaptable and able to switch gears while staying positive
- 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

Beneficial skills and experience

- Experience developing mobile apps
- SQL experience
- Working knowledge of GTM and the GA API
- Familiarity with our destinations
- Understanding of the travel industry

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

Base Salary	£45,000 – £52,000 per year
Hours	37.5 hours per week
Holiday	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
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus, related to the performance of the company and the individual, up to 125% of gross monthly salary
Benefits	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.
