

## **JOB SPECIFICATION**

Job Title: **Email Marketing Executive**

Reporting To: **CRM Manager**

Department: **Marketing**

### **Company Background**

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focussed to ensure that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again. Our vision is “Creating amazing holiday experiences to be proud of”.

The Hotelplan UK family of brands includes Inghams, Esprit and Santa’s Lapland all currently based in Farnborough, together with adventure travel businesses, Explore Worldwide, and with Inntravel business based near York.

There is a flexible approach to location, with a minimum of 2 days a week based in the Farnborough office, 3 days working remotely.

### **Job Purpose**

This new and exciting role will be working closely with the Email & CRM team and internal marketing teams to compose and build all email communications across a variety of brands. You will share a passion for copywriting and customer experience and won’t be afraid to bring new ideas and improvements to the table.

On a day-to-day basis the Email Executive will create and improve email templates and content to drive continued engagement, retention and increased revenue, through testing, scheduling and analysing email performance.

At heart you are a copywriter, but you will have an eye for visual communication to ensure that the content produced is truly engaging in every sense. You will be technically savvy, with a strong eye for detail and an awareness of email best practice. You will be comfortable in using data to measure and report on success.

### **Main Responsibilities and Key Tasks**

- Create and deliver the schedule of weekly emails, working closely with the Email & CRM team in planning and managing high-volume, segmented email marketing campaigns.
- Work closely with relevant internal stakeholders, such as Brand Marketing, Content Marketing and Product to ensure the email channel drives optimum revenue and engagement whilst reflecting each brand’s values.
- Use dynamic content & segmentation strategies to deliver relevant and personalised content in order to drive customer engagement and increase customer lifetime value.

- Ensure that email content is consistent with the wider business focus, considering the customer journey at every touch point.
- To produce inspiring, creative and commercially driven email communications.
- Responsible for the build of all email communications – to include excellent HTML technical knowledge inclusive of coding for dynamic content, editing, testing and deployment.
- Testing the usability/accessibility of email in various clients and platforms as part of a full QA process. Testing for spam scoring and rendering across all major email clients and browsers and troubleshoot to fix bugs before send.
- You will be responsible for the Email Test & Learn Strategy and proactively suggest ways in which we can optimise email performance across both triggered and tactical emails.
- Responsible for monitoring competitor email and other sector activity on an ongoing basis and identify areas of good practice that can be built upon.
- Advise on email best practice to enable evolution of all email assets and templates.
- Collate in-depth reporting of email performance to report on key insights and trends to input into overall recommendations for an improved email marketing strategy.
- Ensure all emails are GDPR compliant.

## **Knowledge, Skills & Experience**

- Experience working in a similar role within B2C business, preferably within travel.
- Proven experience in building, testing and sending communications via ESP (such as Acoustic Silverpop or similar) with knowledge of email marketing techniques and best practice.
- Some working knowledge of HTML.
- Interest in working with data, including standard email engagement metrics and analytics tools (Google Analytics is preferable).
- Strong copywriting skills- this role requires copywriting to multiple audiences on various brands under the Hotelplan UK group of businesses.
- Highly organised and capable of juggling many tasks at once.
- Highly motivated, proactive and enthusiastic.
- Outstanding attention to detail and accuracy.
- A passion for travel (ski experience preferred but not essential).

## **Values**

- Be Passionate in everything we do.
- Work together as a united team.
- Be innovative embracing and driving change.
- Trusted, open and honest.
- Stand out and be distinctive.

If this sounds like a team you want to be part of, we'd love to hear from you.

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*