



JOB SPECIFICATION

Job Title: **Digital Marketing Executive**

Reporting To: **Digital & Content Marketing 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 Intravel 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

Working with the Digital & Content Marketing Manager, you will be responsible for growing customer acquisition through the paid search, display, and affiliate channels. This role involves supporting the wider Marketing Team in delivering successful integrated marketing campaigns for a portfolio of travel brands (Inghams, Esprit Ski and Santa's Lapland).

Main Responsibilities and Key Tasks

- Work with the Digital & Content Marketing Manager and our external agency on the consumer acquisition strategy for paid search, display & and affiliate partnerships, to help achieve marketing performance objectives.
- Manage and support our external agency to develop a strategy to increase visits and online conversions and help implement these strategies under the guidance of the Digital & Content Marketing Manager, including A/B testing, across PPC, display, retargeting, and affiliate activity.
- Support our external agency in managing PPC and display campaigns, including keyword research, ad copy optimisation and media plan development across Youtube and any other relevant platforms.
- Manage and communicate commercial support for PPC and display to our agency, being constantly aware of any flex or focus changes in our business needs.
- Develop the existing affiliate programmes, including identifying new opportunities, building relationships within our current network to maximise ROI, developing a communications plan in response to tactical business need and managing commission payments.

- Strategize and manage creative campaigns on Tripadvisor, including testing and URL tracking.
- Work with the Brand and Content teams to deliver strong and engaging creative for the display and affiliate channels.
- Work with the CRM team to optimise ad targeting using insights from the CRM database.
- Perform detailed reporting of marketing activity across the core acquisition channels, with recommendations for improvement and optimisation.
- Monitor and manage media budgets. Identify variances to media budgets and prioritise closing any gaps in variances
- Ensuring external agencies are kept abreast of priorities.
- Weekly, monthly, ad hoc reporting and analysis of digital performance, as well as identifying trends and insights that can be applied to future online campaigns.
- Support the wider Marketing & Ecommerce team on an ad-hoc basis to cover absences or workloads in peak periods.

Knowledge, Skills & Experience

- Strong digital marketing knowledge
- Demonstrable experience of paid search and digital display advertising (client-side or agency)
- Experience in affiliate marketing
- Excellent attention to detail
- Experience in using web analytics tools such as Google Analytics
- Excellent data analysis and reporting skills
- Strong communication and organisational skills
- Ability to manage multiple projects
- Excellent interpersonal and relationship building skills
- A passion for snowsports and/or travel

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.