



JOB SPECIFICATION

Job Title: **Head of CRM & Digital Marketing**

Reporting To: **Marketing Director**

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

This is an exciting time to join Hotelplan UK - a business benefiting from long-term investment to achieve ambitious growth targets, deliver digital transformation projects and become one of the leading names in sustainable travel. This role will help shape and deliver the strategies which contribute to the overall success and pace of these ambitious plans.

Working with the Marketing Director, you will design and develop the Digital Marketing & CRM strategy for the Inghams, Esprit Ski and Santa's Lapland brands, in order to deliver data-driven and cost-effective plans to meet business and brand objectives. You will work collaboratively with your own team of expert channel marketers (comprising web, PPC, display, SEO, email and CRM), internal and external agencies, and the wider marketing team to execute and optimise integrated marketing campaigns.

Main Responsibilities and Key Tasks

- Responsible for the overall digital marketing & CRM performance for the brands, taking direction and guidance from the Marketing Director, to meet business, marketing and brand objectives.
- Lead the overall Digital Marketing team, with line management responsibility for the CRM Manager, Digital Marketing Manager and Senior Ecommerce Manager.
- Use data, best practice and industry trends to design the long-term digital marketing strategic roadmap, and inform short-term tactical digital decisions.

- Oversee and/or inform the development and delivery of key strategic digital projects, working closely and collaboratively with functions across the business (both locally and at Swiss group level), including IT, Customer Experience, Digital Product and Operations. Lead the Digital Marketing team in these projects by providing advice, guidance, support and escalation where required to ensure a successful outcome.
- Build positive relationships with internal and external agencies. Support and guide the digital marketing team with day-to-day management and briefing of agency partners, to ensure there are clear expectations of deliverables and SLAs on both sides.
- Work with the CRM Manager (& team) to design, optimise and deliver the customer and prospect contact strategy – including end-to-end communications, loyalty & retention strategies, email newsletters, technical developments and software solutions.
- Work with the Digital Marketing Manager (& team) to design, optimise and deliver the digital performance marketing strategy – including PPC, digital display advertising and affiliates.
- Work with the Senior Ecommerce Manager (& team) to design, optimise and deliver the website performance strategy – including CRO, merchandising, A/B testing, technical developments and software solutions.
- Collaborate closely with the Content Marketing team to help develop and optimise the digital content strategy – including web content, SEO and social.
- Collaborate with the Head of Brand & Communications and Brand Marketing teams to ensure all digital activity is aligned to overall campaign messaging, whilst being performance driven and optimised to the relevant stage of the customer journey.
- Monitor and manage overall digital marketing budgets, performance reporting and agency spend to ensure activity is delivered efficiently and within budget. Identify KPIs by channel and share performance insights across the marketing team and with the wider business.
- Provide regular performance updates and improvement recommendations to the Marketing Director and General Management Team. Represent the Digital Marketing & CRM team within the wider business, presenting to the company at business updates when required.
- Assist and support in times of crisis/incidents which will require being on-call out of hours in rotation with other members of the crisis response team in peak operational periods.

Knowledge, Skills & Experience

- Significant knowledge and experience of the full digital marketing mix
- Hands-on experience of paid search and digital display advertising (client-side or agency)
- Hands-on experience of managing websites including CMS knowledge and development projects
- Experience of CRM tools/platforms
- Excellent data analysis and reporting skills
- Ability to work at pace, handle shifting priorities and/or ambiguity and make quick decisions
- Ability to work cross-functionally and in a matrix structure
- Experience of managing a team
- Excellent relationship building skills and ability to positively influence others
- Ambitious self-starter with a drive for results
- 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.