

Reporting to

Head of Product

Role

- To devise the marketing strategy for Discover Adventure in line with Business Objectives and alongside company sales strategy
- To manage the marketing budget and report on ROI from spend
- Manage and develop B2B and B2C lead generation campaigns and reporting, working closely with the Sales and Business Development Manager(s)
- Overall responsibility for brand management and corporate identity of Discover Adventure
- Responsible for delivery of online and offline campaigns across all customer segments and reporting on success rate
- Management of internal communication of marketing activity effectiveness across teams
- Responsible for the development of strategic partnerships to aid sales and marketing
- Management of agency partnerships and external supplier relationships
- To manage Marketing Assistant and future growth of marketing team in line with company growth
- Attendance of travel shows and other events where necessary; these may be at weekends or evenings

Key Responsibilities

- Project management of production of Discover Adventure brochure
- Compiling marketing campaign proposals and plans
- Creating regular targeted email and social campaigns in line with above
- Hosting marketing advice presentations to key charity partners and offering consultancy style support
- Writing regular case studies, press releases and shorts for journalist outreach and PR activity
- Updating and maintaining website content and functionality, in conjunction with internal CRM system (where appropriate)
- Undertaking ongoing market and competitor research
- Writing / designing / updating printed marketing and sales collateral (e.g. brochure, itineraries and presentations)
- Booking and designing advertisements (printed and web-based)
- Management of listings on external websites
- Creating & communicating discounts / loyalty schemes for customers
- Planning and attending exhibitions / trade shows / marketing events
- Planning and delivering Discover Adventure promotional events
- Exploring partnership opportunities for customers with relevant companies
- Management of all marketing and sales collateral to ensure consistency with brand guidelines
- Management of all Discover Adventure social media accounts and ongoing development of social strategy; this will include responding to comments and queries submitted via social media outside of office hours.

Analysis and Reporting

- Ongoing analysis and communication of all key marketing metrics including monthly report to Board
- Dynamic update of strategy and/or campaigns in line with market/data trends and customer insights
- Management of SEO & PPC activity via agency partners and communication of results and ROI; reflecting insights on website and other marketing activity

Working Relationships

- Creating and maintaining good working relationships with media, suppliers (e.g. designers / printers), customers, existing and future brand partnerships
- Liaising with Sales, Operations, Staffing, Admin and any other members of the DA team to ensure:
 - marketing communication/activity is correct, well-timed and pitched appropriately
 - marketing strategies (e.g. communication on Responsible Tourism; USPs, key marketing campaign messages are understood and upheld in all other relevant roles (including tour leaders)
 - feedback from trips relevant to marketing activities / strategies / overall customer service is communicated and acted upon

Updated Jul. 2017

