



Marketing Executive

- Salary:** £25,000 - £32,000 dependent upon experience
plus a bonus scheme of £200 - £1,000 (dependent on Company performance)
- Hours:** Full time – 37.5 hours per week
- Base:** The role is based at our Head Office in Derby.

Option for hybrid-working with a minimum of 3 days per week at our Head Office in Derby.

The Role

If you're an enthusiastic individual with a strong desire to be a successful marketer with a focus on digital content and strategies, then this could be the opportunity for you! We're a vibrant and forward-thinking company who are passionate about creating opportunities for young people to embark on UK based and international educational, concert, ski, sport and adventure tours.

As a Marketing Executive you'll play a significant role in our busy in-house marketing team who, together, have combined responsibility for marketing the travel experiences of our 3 brands: Rayburn Tours, Venture Abroad and Sports Tours Ltd.

You'll be supported by a creative marketing team made up of content creators, digital specialists and graphic designers. It's an exciting environment where you'll be researching and creating marketing content that Google loves through various channels as well as creating much loved offline material. Blogs, email campaigns, outreaching PR, writing content to convert website visitors and strategizing - the list goes on! One thing's for sure, no two days are the same!

You'll be involved in all aspects of our work, from concept through to creation. This role will provide you with the opportunity to get your marketing hands 'dirty' and develop your skills in a fast paced, challenging, and fun environment.

Key duties include:

- Play a hands-on role in creating and improving content on all 3 of our company websites.
- Plan and execute marketing campaigns, including SEO (Search Engine Optimisation), email, social media and display advertising.
- Assist in building and maintaining our social media presence for all 3 arms of the business.
- Write and adapt engaging copy for a range of media both online and offline.
- Writing short and snappy headlines for use in social media campaigns and on our websites.
- Work on briefs written by others throughout the company, as well as develop your own ideas and initiatives.
- Plan, execute, and measure a/b testing techniques on websites and in e-marketing.
- Collaborate with the marketing team to create landing pages and optimize user experience.
- Brainstorm and contribute creative ideas to improve the outcome of campaigns and positively influence departmental enquiry targets.
- Help develop and execute a multi-channel content strategy and schedule for three brands.
- Play an active role in the measurement and reporting of marketing performance.
- Identify trends and insights. Optimize content accordingly.
- Continually develop our brand voice and ensure that all content remains consistent to this.

- Attend both in person and online conferences and exhibitions.

The Candidate

Routes to market are vast, a creative eye for detail is key. You will take pride in delivering quality marketing campaigns and messages that inspire our target markets to travel whilst at the same time promoting trust in the specialist tailor made services we provide.

You will have a positive, enthusiastic, pro-active approach and the willingness to be hands-on.

The experiences we create for our customers are unique, we will therefore fully support you in developing your skills and knowledge throughout your employment with us as we equip you with the confidence, ability and expertise to succeed in your role.

This is a fantastic opportunity for someone who relishes the thought of combining their love of travel and marketing with their career on a daily basis. Our business has significant plans for future development and growth. We want to hear from people who believe they will succeed in this environment and are excited about the prospect of being part of the team and helping us grow!

Requirements

Key skills and experience

- A marketing qualification and/or a minimum of 2 years' experience of working in a marketing role.
- A clear understanding of best practice when creating digital content across various platforms, including company websites, blogs, social media and email campaigns.
- Experience of using and analysing data within Google Analytics.
- Creative and imaginative thinker.
- Innovative, with the confidence to present new ideas.
- Skilled in writing engaging, clear, concise and grammatically correct copy.
- An exceptional eye for detail.
- Strong time management skills and ability to prioritise effectively.
- Strong interpersonal, written and oral communication skills.

Beneficial skills and experience

- Previous experience of working within the travel industry
- Previous experience of copywriting and proof-reading marketing content
- An interest in travel

Benefits

- A basic annual salary of £25,000 - £32,000 (dependent upon experience)
- A bonus scheme
- 24 days holiday per year (increasing with length of service to a maximum of 27 days) in addition to all public holidays
- Contributory pension scheme
- Cycle to Work scheme
- Flexible hybrid working Programme

How to apply

Feeling excited about the role and want to apply? We can't wait to hear from you!

Please send us your CV with a great covering letter introducing yourself and detailing:

- Your current role and salary
- Where you saw this vacancy advertised
- Why you are a suitable candidate for this position

Please email your application to recruitment@rayburntours.com



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