



## Digital Marketing Lead

<b>Salary:</b>	£40,000 - £50,000 dependent upon experience plus bonus scheme
<b>Hours:</b>	Full-time (37.5 hours per week) or part-time (minimum of 22.5 hours per week)
<b>Location:</b>	Option for hybrid-working with a minimum of 3 days per week at our office in Derby

## About Us

We are a vibrant, forward thinking, family-run group travel company with a strong and growing portfolio of brands, including Sports Tours Ltd and Venture Abroad. Since 1965, we have been creating tailor-made tours worldwide, specialising in educational, ski, activity, sports, and concert tours for schools, clubs, and ensembles. We pride ourselves on delivering inspiring travel experiences that encourage adventure, cultural discovery and personal development.

## The Role

This is an exciting new role and a genuine opportunity to shape our digital marketing capability from the ground up. As our first dedicated Digital Marketing Lead, you'll take ownership of both paid and organic digital activity across the Rayburn Tours group, helping us build a strong in-house presence to match our ambitious growth plans.

You'll join a collaborative marketing team of nine, working closely with our external digital agency, to translate strategy into effective, high-quality execution. Acting as the key link between the agency and our internal team, you'll ensure our digital activity is aligned, effective, and delivering measurable results.

This is a hands-on role, ideal for someone who enjoys getting into the detail as much as shaping the bigger picture. You'll lead campaign delivery while also supporting and guiding colleagues across the team, bringing digital expertise into day-to-day marketing activity.

## Key Responsibilities

- Leading and delivering paid media campaigns across Google, Bing and paid social channels
- Supporting our agency and internal team to drive our SEO approach to create content that improves performance
- Managing digital budgets, tracking spend and reporting on performance in a clear, commercially meaningful way
- Coordinating digital work across the wider marketing team, providing direction and support to copywriters and marketing executives
- Contributing to digital strategy development alongside our agency, bringing insight into customer behaviour and business priorities
- Supporting the evaluation and implementation of future digital tools and platforms

## About You

You'll bring hands-on experience across paid media and organic search, with the perfect candidate being confident in working across various paid channels, such as Google, Bing and meta. You'll be comfortable managing budgets, tracking performance and clearly communicating results to non-specialist stakeholders.

You'll thrive in a fast-paced environment, able to prioritise effectively and work independently while maintaining strong communication with colleagues and agency partners. You'll enjoy taking ownership, bringing structure to a busy workload and ensuring digital activity is delivered to a high standard.

You'll have a genuine interest in how digital fits within a wider marketing strategy, not just as a technical discipline, and take pride in delivering work that supports broader business goals.

### Essential Skills & Experience

- Proven experience and understanding in paid media and organic search (in-house or agency)
- Working knowledge of Google Ads, Meta Ads and SEO fundamentals
- Experience managing budgets and reporting on digital performance
- Strong communication skills, with the ability to engage non-specialist stakeholders
- Ability to work independently and manage competing priorities

### Beneficial Skills & Experience

- Experience in travel, tourism or a niche consumer sector
- Experience working with or managing an external digital agency
- An interest in the strategic role of digital within a wider marketing mix

## Benefits

- Competitive salary ranging from £40,000 to £50,000, depending on experience
- Performance-related bonus scheme
- 24 days annual leave, increasing with length of service up to 27 days, plus all public holidays
- Contributory workplace pension scheme
- Healthcare cashback plan
- Cycle to Work scheme
- Flexible hybrid-working programme, supporting a healthy work-life balance

## 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
- Why you are a suitable candidate for this position

Please email your application to [recruitment@rayburntours.com](mailto:recruitment@rayburntours.com)

