



Digital Paid Media Executive

Salary:	£32,000 - £38,000 dependent upon experience plus bonus scheme
Hours:	Part-time hours: 22.5 – 30 hours pr week
Location:	Option for hybrid-working with one or two days per week at our office in Derby (dependant on hours)

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. As our first dedicated Digital Paid Media Executive, you'll take ownership of our paid 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 paid 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 helping shape the bigger picture. You'll take ownership of campaign delivery while bringing digital expertise into day-to-day marketing activity. You'll also have access to the support and knowledge of our award-winning digital marketing agency, Hallam.

Key Responsibilities

- Leading and delivering paid media campaigns across Google, Bing and paid social channels including Facebook, YouTube and LinkedIn as well as Pmax campaigns.
- Working within the parameters of previously agreed digital budgets, tracking budget pacing and reporting on performance in a clear, commercially meaningful way.
- 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 of implementing campaigns across paid media, with the perfect candidate being confident in working across a variety of paid channels, such as Google, Bing and Meta.

You'll be comfortable managing budgets, tracking performance and clearly communicating results to non-specialist stakeholders. To support you in this task, you'll have access to various data sources, including our CRM (Salesforce), GA4 and Google Tag Manager.

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 the clear focus of your work, bringing structure to a busy workload and ensuring digital activity is delivered to a high standard.

You'll have a genuine interest in how paid media activity 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 social media advertising across a variety of platforms.
- Experience of working to 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
- An interest or experience in other areas of marketing.

Benefits

- Competitive salary ranging from £32,000 to £38,000, 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

