

Acquisition Marketing Executive (PR, Internal Comms & Trade)

Location:	Surbiton, UK
Division:	EEE
Sector or Brand:	UK Adventure, Exodus, Trek America, Grand American Adventures & Headwater
Function:	Marketing Team, Marketing Department
Contract type:	Permanent
Reports to:	Head of marketing
Band:	6

Summary

Travelopia is a pioneer in the specialist travel sector, with a portfolio of more than 50 independently operated brands, most of which are leaders in their sector. Sailing adventures, safaris, sports tours, Arctic expeditions – our brands are as diverse as they are exciting, creating unforgettable experiences for customers across the world.

The UK Adventure division constitutes the Exodus Travels, Trek America, Grand American Adventures & Headwater brands, and offers a diverse range of experiences to a wide range of discerning customers in multiple markets including North America and Australasia.

It's an exciting time to join as there are big growth opportunities across the brands, and big growth opportunities in marketing. There are new marketing channels to open up, incredible adventure images and video to be utilised, astonishing levels of customer satisfaction & heaps of passion for the brand. It all makes the marketing department a great place to work.

The marketing department covers Ecommerce, Marketing, Creative & Analytics and is devoted to creating exceptional experiences for our customers through great content, amazing user journeys and impactful multichannel marketing activity. Customer insight and performance results drive our thinking, ensuring everything we do is engaging & effective, timely & targeted and most of all customer led.

This role reports the Head of Marketing, with a dotted line to the Acquisition Marketing Manager and is responsible for delivering multi-brand customer acquisition activity.

What you'll do?

As a strong, budget conscious, marketer with great interpersonal skills, you'll sit across and be the 'owner' of our public relations output for the four travel brands, as well as our trade press advertising and internal communications.

You'll be creative by nature, with an instinct for a great story and the ability to see it through into a cohesive PR campaign. You'll enjoy being the epicentre of all the communications flowing into and out of the businesses, whether that's finding a great hook within our product range for a PR angle or communicating with the wider business to find out what everyone's been working on recently.

You'll sit within the wider acquisition marketing team which consists of events, partnerships, display and social media, and your ability to be able to share great content throughout the team will be pivotal to your success in this busy role.

You'll take responsibility for:

- **Planning, Delivery & Performance** across your channels, ensuring that ROI is always measured & maximised.
- Briefing the creative team (with clear definition of aims, audience, insights, messaging, format, budget).
- Working with satellite offices to ensure consistent global messaging, approving local amends where required.

Your acquisition channels will typically be:

- **PR** (digital & physical)
- **Trade Marketing**
- **Internal Communications**

PR

- Work with agencies to plan and deliver the annual PR plan including press releases, PR stunts, press trips, events and other activity to ensure our brands are represented effectively and with credibility, attaining the widest reach possible and greatest response.
- Hold the relationship with trade press. Write and distribute trade press releases, respond to call-ins.
- Produce quarterly reports to show coverage for all brands.
- Be responsible for the flow of information through the business from product and commercial teams to the PR agency to formulate tactical PR efforts
- Secure both digital and physical PR coverage, particularly focussing on gaining PR coverage in physical media that our target audiences are exposed to and use to inform holiday choices.

Trade Marketing

- Work with trade sales managers to ensure we have a co-ordinated marketing plan for agents and partners and that we provide suitable marketing assets to our trade partners. Be the keeper of the plan and ensure that activity is briefed to the creative team in a timely manner.
- Oversee the printed and digital advertising for trade press campaigns, sticking to agreed budgets and timescales.

Internal Communications

- Act as internal communications ambassador, ensuring that key news is communicated across the business.

- Create monthly internal newsletter to staff, highlighting key achievements, social events and other interesting internal news.
- Host online 'news desk' with contacts from around the business to feed into marketing comms plan.

Key competencies

Essential skills

- 2 years+ experience delivering PR campaigns, with demonstrable experience in creation of effective, high impact acquisition campaigns with a strong focus on clear tangible results and credible ROI tracking.
- Ability to work within a set budget and give recommendations for spends
- A positive, proactive, can-do individual who brings energy to the team and very strong collaborator willing to support colleagues across all teams with key projects as directed and required.
- Natural appetite for working at pace, delivering timely insights and recommendations

Desirable skills/experience:

- Experience in delivering printed advertising campaigns
- Budget management experience
- Obsessed about applying customer insight and performance results.

Working with us

Join us and in return you'll be rewarded with:

- Competitive salary
- Various employee discounts and offers
- Childcare vouchers & cycle to work scheme
- Contributory Pension scheme
- Career progression opportunities

Please note that for all benefits, details were accurate as at the date of publication. Any changes will be notified to you upon your start with the Company.

How to apply

Please email your CV and covering letter to talent@travelopia.com quoting 'Acquisition Marketing Executive'