

Marketing Executive

DESCRIPTION

We're looking for an enthusiastic and driven Marketing Executive to join our growing team. This is an exciting opportunity to play a key role in delivering creative, impactful marketing campaigns that inspire and engage our travel trade partners. Reporting to the Head of Marketing, you'll work across a range of channels - from email and social media to website and partner collaborations - helping to showcase our brand and drive growth. If you're a proactive marketer with a passion for travel and storytelling, we'd love to hear from you.

KEY RESPONSIBILITIES

Email Marketing

- Plan, create, and schedule regular email campaigns to promote products, offers, and brand messages.
- Build and maintain segmented email lists, ensuring accurate targeting and GDPR compliance.
- Monitor performance metrics (open rates, click-throughs, conversions) and provide insights to improve future campaigns.

Social Media

- Manage and grow social media presence across key platforms (primarily Meta), including content planning, copywriting, scheduling, and community engagement.
- Create engaging visuals and assets using Canva to support posts and campaigns.
- Track social media performance and adjust strategies to drive engagement and reach.

Website & Digital Content

- Update and maintain website content using WordPress, ensuring information is accurate, and up to date.
- Support the creation of landing pages and campaign-specific content to drive traffic and conversions.
- Set up and manage online promotions and incentive campaigns to engage trade partners and drive bookings.

Partnership Marketing

- Collaborate with travel partners to develop joint marketing campaigns and promotions.
- Coordinate partner communications, ensuring timely delivery of assets and approvals.

- Measure the effectiveness of partner activities and provide regular reports.

REQUIREMENTS

- 3+ years' experience in a marketing role, ideally within the travel or cruise industry.
- Intermediate to advanced knowledge of Canva, WordPress, Zoho, Meta Business Suite, and Google Analytics.
- Strong written and verbal communication skills with a creative flair.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Self-motivated and proactive, with a strong eye for detail.
- Comfortable working as part of a collaborative marketing team while also taking initiative independently.
- Previous homeworking experience in a similar role.
- Home-based, with occasional travel for team meetings or events if required.

HOURS OF WORK

Full time 37.5 hours per week including 1 hour for lunch.

Monday – Friday 9am - 5.30pm

Or part time job share

BENEFITS

- Salary package of up to £32,000
- 28 days paid holiday (including bank holidays) increasing to 33 days for long service
- Plus 1 additional paid day's holiday for your birthday
- Working from home
- Excellent training
- Optional Dental Plan
- Workplace pension
- Holiday discounts
- Online company events
- 2 in-person company events per year
- Employee Assistance Programme including
- Wellbeing Programme