

Job Title:	Digital & Marketing Executive	Reporting to:	Head of Marketing
Department:	Marketing	Job Code/ Req:	N/A
Location:	Swaffham/Flexible	Start Date:	ASAP
Salary:	Competitive	Position Type:	Full Time

Overview

One Traveller, an award winning, family owned and run business, specialises in escorted holidays for mature solo travellers throughout the UK, Europe and Worldwide. With travel firmly back on the map, we have seen a huge increase in passenger numbers from loyal returning guests through to acquiring new travellers on our holidays around the world.

Job Role

We are seeking an experienced Digital & Marketing Exec to join our team. Working with our Digital Coordinator, you will be responsible for the delivery of our email marketing campaigns, social channels, PPC, SEO & reporting ensuring that they are delivered on time, within budget, and to a high standard.

Roles & Responsibilities

- Develop and execute digital marketing campaigns across multiple channels.
- Support the Digital Coordinator on tasks and updates on our bespoke booking system.
- Work with internal teams including Aftersales, Product and Flights on updates to the website & customers comms.
- Able to analyse data and recommend improvements to increase our database.

Skills and Experience

- Good understanding of Digital Marketing.
- Creation and delivery of emails via Pure360 and brochure content creation.
- SQL query and website development.
- Experience with Google Analytics, Google AdWords, or other digital marketing tools.
- Reporting monthly on results and recommendations to improve performance.
- Advanced Excel and data management.
- Photoshop, Indesign & Illustrator.
- PowerBi would be an advantage.

This role would be suitable for someone who

Understands Digital Marketing and has a creative flair to attract & engage our guests. Other Qualities include:

- A people person who has the customer at the heart of everything they do
- Has a "Can do" attitude
- Enjoys working under pressure
- Good at prioritising and organisation
- Has a passion for travel
- Self-manage