

B2B Marketing Manager

Branch:	Bristol
Work location:	Office/Hybrid
Reports to:	Global Head of Marketing

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

This is a brand-new role in our fast-growing, global marketing function working with the “trade” channel, the side of our business which works to attract independent and independently minded travel agencies to sell our destinations to their customers. You will establish a dedicated B2B marketing approach, building plans to grow key accounts and key segments through inbound/ account-based marketing while also designing and executing ways to make us visible, memorable, remarkable, and opinion-led within the travel industry.

The role

Working collaboratively with our Global Head of Marketing and Global Trade Manager, this role is pivotal in developing and executing B2B marketing initiatives with a focus on inbound/ account-based marketing. You will play a key part in refining our value proposition, creating compelling content, and orchestrating impactful events.

Through your efforts, you will contribute to the company's commitment to sustainable and responsible tourism, positioning us as a leader in the Asia travel industry while promoting the necessity of having a positive impact in the world of travel.

With multiple brands (InsideJapan and InsideAsia), a roster of exciting travel destinations and three sales territories this is a dynamic role for a marketer who can cut through the noise, prioritize hard, who knows how to take a brand to the next level.

Who you will be working with

With the Global Head of Marketing and Global Trade Manager, you'll create the global and local B2B marketing strategy and budget.

The Global Trade Manager and branch Trade Managers are accountable for targeting key accounts, gaining preferred supplier status, negotiating commercials and generally managing the person-to-person side of our trade strategy – people buy from people. You will work as part of this team to establish the local marketing strategies and plans, designing tactical programmes, campaigns and communications.

You will line manage a B2B Marketing Executive, acting as a great role model and coaching them to be high-performing.

In each branch we have Communications Managers who maintain relationships with trade press and will be key connects for all PR related outcomes.

We have a Content Manager who will guide you on tone of voice and with whom you'll find synergies with any direct-to-consumer marketing.

There is a whole digital team who will support you in terms of shipping campaigns, tools, tech stack.

Level of budgetary responsibility

You will own a budget per sales branch, contributing to what the budget should be during annual planning. Quarterly, you will need to review and reforecast planned spending for the coming quarter.

What you will be doing

Strategy and Collaboration:

- Work closely with the three Trade Managers based in the US, UK, and Australia to create both global and local marketing strategies and initiatives to grow brand awareness and accounts.
- Develop strategies and plans to grow InsideAsia (our challenger brand) and launch new destinations as the InsideAsia range grows.
- Act as the single point of contact for the Digital Marketing team, working with them to plan and launch B2B initiatives.
- Foster strong relationships with Product and Sales to ensure the strategy and execution of all three are aligned for the trade channel.
- Build and nurture relationships with key stakeholders in the travel industry, including travel agencies, advisors, and industry associations.

Value Proposition and brand guardianship:

- Alongside the Trade Managers, refine and enhance our value proposition, ensuring it resonates with the target audience, differentiates us in the market and flows through all of our content and communications.
- Work with the Trade Managers to make all that we do remarkable, memorable, interesting, and engaging.
- Own our B2B brand, bringing our product and values to life in all our output.

Account Based Marketing (ABM):

- In each branch, develop ABM plans for the top accounts/ segments we want to grow.
- Leverage Hubspot to create automations and triggers.
- Develop and implement targeted B2B marketing campaigns to drive bookings and increase brand awareness among travel agents/advisors.
- Monitor campaign performance, analyse metrics, and iterate strategies for continuous improvement.

Content Creation:

- Develop compelling B2B marketing on-demand content tailored to travel agents/advisors, including brochures, video, training materials, event presentations, newsletters, and other collateral.
- Develop tools and content provided for our sales teams to help them sell to agents better/ smarter
- Ensure content brings our brand to life, sets us apart and cuts through the noise.

Event Management:

- Plan and execute remarkable B2B events including workshops, webinars, and trade shows, to engage and educate travel agents/advisors about our products and services.

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- Collaborate with Trade Managers to identify key industry events and create opportunities for networking and partnership building.

Reporting and insight:

- Share monthly, quarterly, annual and campaign reports
- Conduct market research and analysis to understand the different needs, drivers and preferences of travel agents/advisors in our different branch markets.

Outputs & Deliverables

- B2B Marketing Strategy
- Branch-by-branch tactical plans
- Marketing budget
- Market and customer insights and reporting

Measurable Outcomes & KPIs

- Trade database size
- Trade database engagement
- ROI of events and webinars
- Engagement with training

What you will need

- Proven strategic expertise with a love of hands-on execution
- Your own, honed approach to developing B2B strategy
- A strong background in inbound marketing and the tools associated with it – ideally Hubspot (or comparable), CRM, CMS.
- A passion and flair for developing engaging content, including on-demand training
- Mad prioritization and organization skills
- Line management experience
- A love of travel and a passion for learning about new destinations
- Tried and tested tools and frameworks for collaboration and a desire to work within a global team
- An unwavering focus on outcomes not outputs

What we are looking for from you

- A creative thinker with a strategic mindset and a results-oriented approach.
- Endless curiosity, a desire to keep learning.
- A test-and-learn mindset and desire to play with new approaches.
- A people person who prefers to collaborate.
- Empathy, and a love of hearing different perspectives.

Beneficial skills and experience

- Familiarity with the travel industry
- Knowledge of the principles of sustainable travel
- Experience working in a dispersed and/ or global team
- Sales enablement

Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

UK

Base Salary	Upto £45,000 per year – Depending on Experience
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus related to company and individual performance of up to 125% of monthly salary
Benefits	<ul style="list-style-type: none"> • Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.