

Junior Digital Marketing Executive

Branch:	Bristol, UK;
Work location:	Office/Hybrid
Reports to:	Head of Digital

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

You will play an important role in helping the digital team to implement the digital strategy across email, automation, reporting, digital advertising, and campaign-related web page development. You will also work with the other members of the digital, SEO and content teams to support the growth of our brands, engage the audience and drive conversions.

The Role

This is a junior role in our team of Digital Marketing specialists. You don't need to be an expert, but you must have a passion for Digital Marketing and willingness to learn and develop. You'll be supported and given great opportunities to develop and hone your skills to become a digital expert.

This is UK based role that will require collaboration with colleagues in the US and Australia for a global audience. The role focuses on both our InsideJapan and InsideAsia brands.

Who you will be working with

You will be part of the Digital Marketing team, line managed by our Senior Digital Marketing Executive and working alongside another Digital Marketing Executive.

You will also work with the **Head of Digital, Communication Managers** in the UK, Australia and the USA as well as our **SEO Manager** who will support you with keyword research and advice to ensure our website and blog content position us for core commercial keywords to grow organic traffic.

Level of budgetary responsibility

There will be no budgetary responsibility in this role although you will have a voice in selecting tools needed to improve our output.

What you will be doing

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- Supporting our digital team to execute our email marketing strategy, via regular email campaign builds and identify opportunities for highly segmented and personalised automation campaigns.
 - Implementing digital campaign activity to support key sales peaks and use quieter periods to review, optimise and plan future campaigns.
 - Analyse interaction data on our websites to identify and optimise key customer journeys on our website for continuous improvement.
 - Create campaign assets such as landing pages in support of digital campaigns.
 - Research the customer and consider the user in every decision made.
 - Work with the Content Manager, SEO Manager and Digital Executives to plan organic and paid social activities.
 - Measure and report on the effectiveness of campaigns and activity, look for improvements.
 - Track and analyse website traffic.

Outputs & Deliverables

- Marketing email and automation campaign support.
- Digital marketing campaign build/ monitoring and reports.
- Digital advertising campaign support.
- Support weekly/ monthly performance reporting.
- Regular competitor analysis and examples of 'good'.

What you will need

- A passion for travel (ideally with time spent in some of our destinations).
- Degree educated or a relevant digital marketing qualification.
- An understanding of Google analytics, paid search, search engine optimisation, search engine marketing, social media and content marketing.
- A desire to learn new platforms, especially email marketing tools and Content Management Systems (notably Hubspot, Drupal and WordPress).
- Strong collaboration, communication, and planning skills.
- Team player with an optimistic outlook.
- A curiosity to try new things, a test and learn mindset.

What we are looking for from you

- You'll bring an infectious enthusiasm to the digital marketing team, building strong relationships with each member.
- You'll be a good communicator of intentions, priorities, and approach to your line manager.
- You'll be calm, and solutions focused with a curiosity that brings new tools and processes to the marketing team.
- You'll have the confidence to be honest, know when you need to ask for help.
- You'll be comfortable with data and analytical tools. Analytical skills are crucial in being able to measure and understand the impact of the campaigns we're running.
- You'll need to be great at thinking on your feet, responding to shifting priorities, and coming up with solutions to ever-changing problems. Practical, and solutions focused.
- We know that seeking perfection gets in the way of experimentation, you'll know how to balance testing simple versions of ideas without settling for mediocrity.

Beneficial skills and experience

- Great communication skills.
- An ability and willingness to learn.
- Adaptability and an openness to develop and trying new things.

- A self-starter with a strong attention to detail.

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	From £26,937 (L9) per year
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	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.