

Retention Marketing Exec (Email)

Location:	Balham, 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 into the Head of Marketing with a dotted line to the Retention Manager and is responsible for delivering on our Email activity to our most precious resource, our customers! Working with the retention manager, social media exec and creative team to drive the conversation with our clients.

What you'll do?

As a strong, budget conscious, marketer with great inter-personal skills and strong negotiation skills, you'll sit across and be the 'owner' of Email marketing, working across all brands and international territories, to maximise return on your investment.

You'll take responsibility for:

- **Planning, Delivery & Performance** of email, ensuring that ROI is always measured & maximised.
- Briefing the creative team (with clear definition of aims, audience, insights, messaging, vols, format, budget).

- Develop the **Weekly Newsflow Schedule**, ensuring it is both topical and aligned with campaign message.
- Integration of messages between Email & Social channels
- Work with satellite offices to ensure consistent global messaging, approving local amends where required.

Email Marketing

- Deliver email marketing campaigns, including development and collation of content, within required deadlines, and segmented plans to match customer purchase behavior.
- Monitor and report key indicators such as open rate, click through rate and conversion rate, and make sure targets are met. Liaise with our email software provider to make sure best email marketing practices are met and to make email marketing a more effective marketing tool.
- Work with Creative, Ecommerce, Responsible tourism and Trade teams as well as Sales and Product to ensure a lively, engaging and differentiated output is maintained and that the email schedule is always planned at least 6 weeks in advance.
- Report on email activity and results.

Key competencies

- Essential skills
 - 2 years+ experience in delivering email campaigns, tracking results, testing and learning, segmenting, dynamic creative.
 - Demonstrable skills in reviewing and responding to performance results and customer insight, and always looking at payback and to optimise budget allocation and forecast future payback.
 - A digital expert, especially in email, excited about constantly testing new formats & targeting techniques and learning from results.
 - A flexible team-orientated approach willing to support colleagues across all teams with key projects as directed and required.
- Desirable Skills/qualifications
 - Creative & innovative thinker that is looking at a range of customer sets and ensuring our communication is timely, relevant and recognises their unique perspective
 - Strong planning skills
 - A positive, proactive, can-do individual who brings energy to the team and very strong collaborator
 - Natural appetite for working at pace, delivery timely insights and recommendations

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 click on the link below, the application process consists of answering a few questions and uploading your CV:

<https://saas.ngahr.com/travelopia/wrl/>