

## Digital Marketing & Communications Manager

**Who we are:** Charity Challenge is a multi-award winning adventure travel operator and event management company best known for organising the celebrity based BT Red Nose Day Kilimanjaro climb.

We aim to deliver memorable, dynamic and safe challenge events in both popular and off the beaten track destinations, creating tailor-made events for charity and corporate clients whilst providing personalised, friendly and excellent customer service, advice and support. Our brand is based on values of professionalism, transparency, excellence, safety and passion in all that we do.

We are looking to recruit a passionate, creative and analytically minded Digital Marketing & Communications Manager to join our highly driven, ambitious and dynamic team. For more details about the company please visit: [www.charitychallenge.com](http://www.charitychallenge.com)

**Who you are:** You are digital marketing whizz with a flair for creativity and analytics. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept & design through to execution and analytics.

You excel in customer relationship management, compiling target audiences and creating data driven marketing campaigns. In addition you are confident in website management, optimising SEO/SEM and usability. You have experience with managing brand reputation and engagement and have a creative flair with design and copy writing.

### Summary

The Digital Marketing & Communications Manager is responsible for the day to day marketing activities of the organisation and involved with long term marketing strategy for Charity Challenge to meet the company's objectives and targets.

### The role

- Help define the consumer marketing plan; establish the optimal marketing mix; website usability and optimisation; and report marketing results to Senior Marketing Manager
- Responsible for the integration and implementation of a user generated review platform, Feefo. The ability to listen and connect to our customers; creating better experiences, improving products and growing the Charity Challenge brand whilst maximising SEO potential using ratings and reviews
- Planning and delivering CRM strategies across the company encouraging customer retention and loyalty
- Determining the CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the customer life cycle
- Customer journey mapping analysing touch points with the organisation and maximising commercial opportunities
- Working closely with all departments to ensure the CRM works effectively for all aspects of the company
- Overseeing direct communications with customers through the CRM
- Monitor and maximise customer lifetime value strategies ensuring maximum profitability
- Ensuring the database is segmented effectively for targeted marketing activities
- Manage and create the full life-cycle of smart, compelling, targeted customer journeys related to marketing automation for both B2B and B2C campaigns. Work with the New Business Development Manager to identify and generate leads for business development
- Build brand awareness, engagement and personality through social media channels together with reputation management
- Maintaining our social media content in accordance with our brand guidelines & values through managing the Digital Marketing Executive
- Measuring and reporting on the performance of all digital marketing campaigns and website analytics against previous performance, ROI and KPI's
- Plan, design, execute and measure experiments and conversions tests

- Ensure all web content falls under the organisations pillars to optimise productivity to deliver real results
- Collaborate with internal teams to create landing pages and optimise user experience
- Help identify and evaluate partnership opportunities, which could include co-marketing with reputable industry experts & retailers and engagement with adventure travel and responsible tourism communities & influencers
- Grow and manage our video content with our partner, GoFilm and maximise digital marketing opportunities
- Evaluate emerging technologies.

### **Core competencies**

The successful candidate will be creative, highly analytical, resourceful, customer focused, team oriented, and will have an ability to work independently under time constraints to meet deadlines. You will have a proven track record for leading successful marketing programs across multiple touch points. A passion and understanding of developing website usability and brand engagement through social media channels, a love of adventure tourism, and a highly energetic flair of copywriting!

Ideal background:

- Extensive experience of direct and digital marketing ideally in a similar industry
- Strong background in customer acquisition, re-engagement and retention strategies
- Proven track-record of delivering online (including mobile) traffic growth from multiple sources including multiple social media channels, mobile marketing, organic and paid search, email marketing, retargeting, social networking, referrals and banner advertisements
- Highly creative experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimising landing pages and user funnels
- Solid knowledge of website analytics tools ie. Google Analytics
- Experience in setting up and optimising Google Adwords campaigns
- Strong analytical and quantitative skills; strong bias towards data-based decision making and comfort with financial and operational analysis
- Proven ability synthesizing full funnel analytics, testing (such as A/B and multivariate) and customer insights into successful marketing strategies
- A strong understanding of website development, optimisation, usability and analytics
- Budget planning and management
- Facility with Excel required for reporting purposes
- Database management experience including audience profiling
- Use of CRM systems and email marketing software
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Understanding of the the new legal framework for General Protection Data Regulation (GDPR).

Preferred attributes:

- Passion for adventure travel, understanding of responsible tourism and the third sector
- Self-motivated and highly results-driven in fast-paced environment
- Excellent attention to detail, communication, presentation and interpersonal skills
- Strong sense of brand and editorial voice; the ability to harmonize messages across multiple channels and marketing vehicles
- Use of design platforms such as InDesign and Photoshop
- Bachelor's Degree in Marketing
- A CIM qualification would be an advantage but not essential.

### **What you can expect from us:**

- We are a small business with a friendly office, full of people with passion for what they are doing. It is a lively and busy environment. We can promise that you will be challenged in your role! This is a chance to do something special, and work not only in the travel sector but also do something to help worthwhile causes
- The potential to travel and experience a challenge
- Company pension scheme
- Access to company healthcare
- Monday to Friday, 09.00 - 17.30 hours
- 24 Days holiday per year (plus bank holidays).