

## Marketing Manager

**Who we are:** Charity Challenge are 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 operate treks, bike rides, mountain climbs and other adventure challenges throughout the world, from the North Pole to the South Pole, and covering deserts, jungles, rivers, mountains, volcanoes and forests.

We have raised in excess of £55,000,000 for over 1800 charities.

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 Marketing Manager to join our highly driven, ambitious and dynamic team, based in North London (N3).

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 and design through to execution and analytics.

You excel in researching target audiences and creating data driven marketing campaigns. In addition, you are confident in website management, optimising SEO, and managing PPC and paid social. You have experience with managing brand reputation and engagement and have a creative flair with design and copy writing.

### Summary

The Marketing Manager is responsible for the day to day marketing activities of the organisation and long-term marketing strategy for Charity Challenge to meet the company's objectives and targets. You will be reporting directly in to the Managing Director. You will have full responsibility for the marketing of the company and its sub brands, and will get involved in every aspect of the marketing activity.

### The role

- Define and implement the Charity Challenge B2C marketing strategy and marketing plan to drive bookings for international and UK challenge events.
- Work both at the planning level by generating bold and innovative ideas for growth and at the tactical level by managing campaign execution, analysing results and reporting to senior management team
- Plan and implement multi-channel marketing campaigns across website, SEO, email, organic and paid social media, PPC, blogs, PR, influencers and print advertising
- Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Manage relationships with external agencies, content collaborators and influencers to increase brand awareness of Charity Challenge and improve ROI from marketing spend
- Manage and maintain the Charity Challenge social media presence in association with the external social media agency
- Manage improvements to website user experience, optimising the customer's digital journey to drive conversions from new customers and improve customer retention
- Utilise strong analytical ability to evaluate and improve the end-to-end customer experience through the whole marketing funnel across multiple channels and customer touch points
- Identify trends and insights to optimise the marketing plan and spend based on the insights
- Be responsible for Charity Challenge brand guidelines and management
- Work with the sales team to identify and generate leads for new business development

- Manage the Charity Challenge blog
- Set and administer an annual marketing budget

### Core competencies

The successful candidate will be creative, highly analytical, resourceful, customer focused, team oriented, and will have an ability to work independently. You will have a proven track record for leading successful marketing programs across multiple touch points. You will have a passion for and understanding of improving website user experience and increasing brand engagement through social media channels. A love of adventure tourism and a highly energetic flair of copywriting are also a must!

### Basic Requirements:

- 5+ years of relevant experience in marketing or marketing communications; of which at least 2 years in digital marketing
- Demonstrable experience at leading and managing marketing initiatives across email, social media, PPC, SEO, affiliate marketing, brand management and PR to increase website traffic
- Proven track-record identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimising website user journeys and conversion funnels
- Solid knowledge of website analytics tools ie. Google Analytics
- Experience in setting up and optimising PPC and paid social campaigns
- Strong analytical and quantitative skills; strong bias towards data-based decision making and comfort with financial and operational analysis. Comfortable rolling up sleeves to perform quantitative analysis.
- Proven ability at 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
- Use of CRM systems and email marketing software
- Up-to-date with the latest trends and best practices in online marketing and measurement

### Preferred Attributes:

- Passion for adventure travel, understanding of responsible tourism and/ or the third sector
- Bachelor's Degree in Marketing
- Self-motivated and highly results-driven
- Excellent attention to detail, communication, presentation and interpersonal skills
- Strong sense of brand and editorial voice; the ability to harmonize message across multiple channels and marketing vehicles
- Experience using Adobe design platforms including InDesign and Photoshop.

### 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
- Competitive salary
- The potential to travel and experience our challenges
- Monday to Friday, 09.00 - 17.30 hours (flexible hours)
- 24 days holiday per year (plus bank holidays) plus one extra day for each year worked up to 27 days plus bank holidays
- Pension
- Option to join subsidised company health insurance scheme