



Maternity Cover - Acquisition Executive

Reporting to: Group Head of Marketing

Location: Based in Godalming office

Working hours: 9 - 5.30pm full time

Direct reports: None

Company Background

Hotelplan UK is a well-established and profitable family of travel and tour operating of businesses, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focussed to ensuring that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again.

The Hotelplan UK brands includes Inghams, Esprit, Ski Total and Santa's Lapland, together with the Intravel business, based in York. As part of its long-term growth strategy, the Group completed the acquisition of specialist adventure holiday operators Explore (Farnborough based), and Regaldiver (Ely-based) in late 2015. There is a stated ambition to invest in other highly differentiated holiday businesses, thereby consolidating its position as one of UK's largest specialist holiday operators. The companies are part of a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

Job Purpose

Hotelplan UK is looking for an Acquisition Executive to join their Integrated Marketing team. You will be responsible for affiliate management, PPC, and display marketing across the following brands: Inghams, Inghams Italy, Ski Total, Esprit Ski and Santa's Lapland. This role involves planning and implementing a consumer acquisition strategy within these channels to ensure all targets are reached.

Main Responsibilities and Key Tasks:

- Working with the Group Head of Marketing on the consumer acquisition strategy for affiliates, PPC and Display Marketing.
- Perform detailed planning, execution and reporting of marketing initiatives, maximizing ROI and ensuring the acquisition marketing budget is managed effectively.
- Experience of managing PPC campaigns and/or working with an external agency, optimising and performance management in relation to KPIs such as COS and developing media plans based on historic performance and market trends.
- Manage and develop the Affiliate Marketing channel, identify new opportunities and build relationships within our current network to maximise ROI.

- Develop a communications plan in response to tactical business need for the Affiliate programme.
- Experience of managing display campaigns and/or working with an external agency, providing data insight to maximise performance and ROI of the channel. Continually analysing and optimising campaign performance.
- Drive display campaigns in response to tactical business need, monitoring and reporting on campaign performance. Identify opportunities to create future display campaigns.
- Work with the Web Designer/Developer to deliver strong creative for the Display and paid Social Media channel as driven by the business need.
- Support the Integrated Marketing Team with various projects and work with them on the inception and development of creative ideas and concepts for individual campaigns including content generation.

Knowledge, Skills & Experience

Essential

- Demonstrable PPC and Display Marketing experience
- Demonstrable Affiliate Marketing experience.
- Experience of Affiliate Window
- Experience in a transactional, consumer eCommerce environment
- Excellent interpersonal and relationship building skills
- Commercial self-starter
- Excellent command of the English language.

Desirable

- Experience in the travel industry
- Online copywriting
- Social media marketing experience
- Wordpress experience
- Experience of Google Analytics

Values

- Be Passionate in everything we do
- Work together as a united team
- Be innovative embracing and driving change
- Trusted, open and honest
- Stand out and be distinctive

Working Relationships (internal, external, cross functional)

Marketing, Ecommerce,

Please note that some travel both within the UK and overseas will be involved, plus weekend shifts at peak periods over weekends and Bank Holidays, as “normal course of business”.

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.