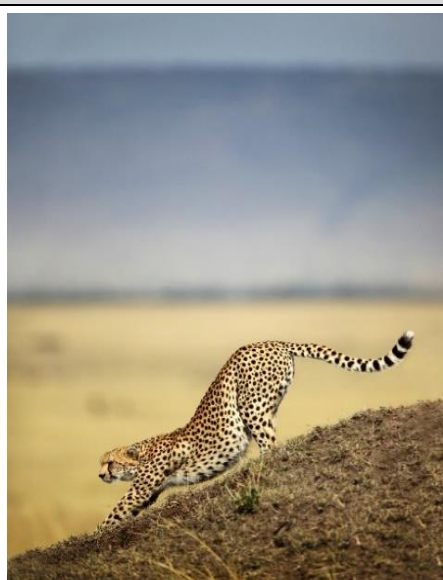


RED SAVANNAH

Job Title:	Digital Marketing Manager	Job Category:	Marketing
Department/Group:	Marketing	Prior Experience:	Minimum 8 years
Location:	Cheltenham, UK	Travel Required:	None
Level/Salary Range:	Generous salary subject to experience	Position Type:	Full Time
Reporting to:	Director of Marketing	Training:	In-house

COMPANY PROFILE



Winner of the 2021 & 2022 Conde Nast Traveller 'World's Best Tour Operator' award, Red Savannah is a luxury travel company established in 2011 by George Morgan-Grenville and a team of extraordinarily knowledgeable professionals, each with many years' experience at the luxury end of the travel industry. Our address books are the best in the business - from kings to concierges - and we deliver only the most superlative life-changing travel experiences. Beautifully planned private journeys across the Americas, the Indian sub-continent and Asia, ruggedly exciting African safaris, idyllic palm-fringed Indian Ocean islands, the most stunning portfolio of hand-picked Luxury Villas and Resorts in Europe and the Caribbean and an impressive fleet of Turkish gulets – all delivered with charm, passion, integrity and style. The Red Savannah experience strives to be authentic, substantial and intelligent. The aim has always been to bring back craftsmanship in order to create journeys of genuine substance. Every Travel Designer sells what they know and says what they think. No hogwash. No luxury-speak. Just up-to-date knowledge and an ability to listen to and interpret sophisticated needs. In 2020, the company won the prestigious 'The Queen's Award for Enterprise'. Quite simply, we provide cutting edge travel redefined for the 21st century.

JOB DESCRIPTION:

This is an exciting opportunity to join a fast-growing luxury travel company with a diverse and interesting product portfolio as it embarks on the next stage of its growth. The successful candidate will ultimately be responsible for increasing quality traffic to redsavannah.com and generating appropriate convertible leads. The role will suit an individual who loves all things digital - from the creative end of the spectrum to the data / technical – with a track record of delivering strong lead generation results. This is a predominantly B2C marketing role. The successful candidate will recognise the nuances of the HNW target market and relish working in a fast-paced environment with a team who are the very best in the business. Key responsibilities:

PAID SEARCH MARKETING:

- Work with the Director of Marketing to actively manage the company's Google Ads, Bing Ads and Meta Ads accounts.
- Ensure appropriate allocation of budget to maximise return on spend on paid search campaigns.
- Create and manage search campaigns to ensure effective ad creative, bid strategies, and geo, demographic and audience targeting.
- Keyword research and optimisation to ensure appropriate visibility and click through.



- Actively manage brand remarketing campaigns in Google, Bing and Meta, using compelling ad creative appropriate to a luxury brand.
- Track paid traffic, site conversions and booking conversions daily, and adjust activity accordingly to ensure convertible, high value opportunities.

DIGITAL ADVERTISING:

- Proactively seek and implement new paid digital marketing opportunities via digital platforms such as affiliate programmes and display advertising on appropriate platforms.

SOCIAL MEDIA ADVERTISING:

- Create an effective social media advertising campaign to support brand visibility, remarketing, follower growth and new source market development.

WEBSITE CONTENT & DEVELOPMENT:

- Work with the Head of IT and Director of Marketing to scope, implement and test new website functionality to improve user experience and lead generation.
- Oversee website editors in the creation of new pages using appropriate copy and photography, ensuring the CMS and front end is maintained to a consistently high standard.
- Create, improve and maintain a series of CMS user guides for all content editors.
- Lead a digital personalisation strategy to target specific markets, demographics and personas, and improve website conversion rate.
- Occasional troubleshooting of website functionality in conjunction with the Head of IT.

SEARCH ENGINE OPTIMISATION:

- Oversee and track all on and off-page organic optimisation activity to improve the position of redsavannah.com in major search engine rankings.
- Regularly measure keyword rankings for identified terms and implement action to improve rankings that require improvement.

OTHER:

- Liaise with the marketing team and other stakeholders to coordinate activities to ensure on-line / off-line campaigns are activated seamlessly.
- Monthly report on digital marketing activity, outcomes and plans.
- Any other duties that might arise in a small, dynamic company that fosters a close-knit, mutually supportive environment.

EXPERIENCE:

Minimum eight years' experience within a digital marketing environment, either in-house within a relevant industry and/or agency-side, with a track record of generating relevant sales leads through digital activity. Key experience:



- Practical experience of using Google Analytics, including application of GA4 reports, and Google Search Console to measure and test web performance is essential.
- Hands-on use of Looker Studio to build reports and monitor digital analytics.
- Demonstrated experience in managing a website to generate good quality sales leads. Experience of working with Sitecore's Experience Platform (XP) is a distinct advantage.
- Experience in independently managing Google Ads & Bing Ads campaigns, ideally with Google AdWords Certification.
- Experience in using a range of social media advertising channels (particularly Facebook, Instagram and LinkedIn) and scheduling / measurement tools.
- Practical application of design software is a strong advantage.

PERSONAL QUALITIES:

We are seeking a results-driven, digitally fluent individual who thrives in a competitive, creative environment to deliver this brief. They must be enthusiastic about joining a dynamic and successful company and committed to playing a pivotal and practical role within the business. Red Savannah team members are friendly, intelligent and motivated by successful delivery of memorable holidays. The successful candidate will have similar drive and ambition. A background in luxury brand marketing is a distinct advantage and an ability to use imagery and copy to position such a brand is essential. Key qualities:

- Intuitive understanding of luxury brand positioning and communications.
- Strong analytical ability.
- A practical, hands-on approach and can-do attitude at all times.
- An ability to use initiative and to research product independently.
- Creativity, including a good eye for selecting captivating photography, graphics and video.
- Excellent interpersonal and organisational skills.
- Experience of travel to a wide range of destinations is an advantage, though not essential.

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