

Travelopia

Paid Search & Digital Media Manager

Location:	Surbiton, UK
Division:	Yachts & Canal Boating
Sector or Brand:	Yachts - Sunsail, The Moorings; Canal Boating - Le Boat (Marine brands)
Function:	E-commerce Team, Marketing Department
Contract type:	Permanent
Reports to:	Digital Marketing Manager - Yachts, Digital Marketing Manager – Le Boat
Band:	5

Summary

Operating across the globe including Europe, Australia, North America and Canada, at Travelopia we are passionate about being the best and pride ourselves on the unique and diverse range of holiday experiences we offer our customers. Our combined businesses are the world's largest provider of specialist and experiential travel with a range of unique experiences, from private jets, polar expeditions, sailing, canal boating and more.

We are now looking for an exceptional Paid Search Manager to join our Marine brands, who as part of the wider Ecommerce and Digital Marketing team can help drive our paid search performance and strategy to the next level. You will lead the work to develop and execute a strategy and roadmap of continuous optimisation and growth that will drive a significant part of the new customer acquisition across Le Boat, Sunsail and The Moorings.

You will be self-motivated and driven, with a passion for making sense of data and analytics, and a desire to progress your digital marketing career within an innovative and entrepreneurial travel business.

What you will be doing

- Working across the Yachts (Sunsail & The Moorings) and Le Boat brands, you will be responsible for creating and driving long term strategic growth from the paid search channels, managing the accounts in-house to implement optimal performance across multiple search engines and device types.
- Liaising with key search engines and other partners to identify, explore and test new opportunities within the paid search landscape and ensure the business is at the forefront of paid search innovation (e.g. audience targeting, new platforms, competitor insight, search engine features etc.).
- Managing global paid search accounts across multiple international domains to ensure campaigns are planned, executed and optimized in line with business strategy and priorities, and managing a media budget, maximizing, reporting and forecasting on the return on investment.

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- You will be responsible for budget planning across the Marine brands, managing account bidding strategy at both a keyword and campaign level through your internal team
- You will be responsible for continuous ad-copy testing working with regional teams and language specialists, leveraging the available formats and testing tools across Google and Bing/Microsoft, together with landing page testing working with the CRO team to run AB tests to improve conversion
- Managing 3 paid search specialists located across the world (France, Germany and US) to help manage and deliver all paid search and digital media activity and plans, ensuring they're meeting and exceeding performance objectives, whilst supporting and facilitating career progression
- Demonstrating thought leadership across paid search and digital media that inspires, leads and motivates the wider Ecommerce, Marketing and overall businesses on all matters relating to paid search marketing
- Providing in depth reporting, analysis and insight to relevant stakeholders, highlighting the commentary behind actual and forecasted performance, and providing insight on any variances
- Initiate and lead the creation of weekly, monthly and quarterly channel dashboards and reporting to aid optimisation, and help with wider digital marketing and business communication, strategy and planning
- Whilst the focus of the role is on paid search channel management and optimization, you will also identify, develop and test opportunities across other paid digital media channels and platforms e.g. digital display, paid social, video etc. including making recommendations on channel opportunities, approach, measurement & attribution, expected returns/benefits and budgets
- You will work closely with Data & Analytics specialists to help with tracking, reporting and attribution measurement
- Similarly you will work closely with the in-house SEO team to optimize paid and organic search strategies, investment and activity

What we are looking for

- You will have strong knowledge, understanding and experience of paid search marketing, with 4+ years hands on experience of managing and optimizing paid search accounts and campaigns, either in-house or within an agency
- Ideally experience gained from a high-growth, multi-channel B2C retail, leisure or travel business; experience in lead and CPL driven paid search optimisation, measurement and attribution would also be beneficial
 - You will be a proven paid search marketing leader who can bring fresh ideas and industry best practices to get the most from paid search marketing activity and investment across the brands
 - Advanced knowledge and hands on experience using Google AdWords (& Editor), Search Ads 360 and Microsoft Ad's; hand on experience of using Google Analytics and keyword research/planning tools, and experienced Excel user.

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- You will have experience of setting, managing and communication appropriate paid search strategies, dependent upon business priorities e.g. efficiency vs. growth across the brands
- Proven experience of using both manual and automated bidding approaches, strategies and tools
- 2+ years' experience of managing and optimizing digital display, video and/or paid social channels
- Commercially focused - understanding how to use data and insights to drive improved returns and optimisation from the investment in paid search and digital media channels
- Enjoy and be good at building relationships, articulating your paid search and digital media vision and bringing people with you – helping the rest of the business better understand the role and opportunities across paid search and digital media, and the levers to pull to increase performance and optimise spend
- Excellent stakeholder management and communications skills - verbal and written
- You will be someone who can inject creativity, digital marketing technical experience and broad digital knowledge to take the digital media channels to the next level

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.

To all recruitment agencies:

Travelopia currently operates an agency PSL and we therefore do not accept unsolicited agency CVs. Please do not send unsolicited CVs to our job openings or to Travelopia employees. Travelopia is not responsible for any fees related to unsolicited CVs.