



Welcome to Distant Journeys, a fast-growing UK based company specialising in escorted group tours to India, Sri Lanka, Australia, New Zealand, Japan, China, Vietnam, Cambodia, Laos, Borneo, South Africa, Kenya and Canada & Alaska.

We are true escorted touring experts and have won 23 awards at the British Travel Awards over the years, including “Best Small Holiday Company to Australasia,” “Best Small Holiday to Sub-Saharan Africa,” and “Best Small Escorted Tours Holiday Company,” and received the Feefo Platinum Trusted Service Award.

Our holidays offer unparalleled adventure and once in a lifetime travel experiences. Our customers are at the heart of what we do, and this is reflected across our company – from our customer service awards to the passion of our teams on the ground in the destinations we operate in.

Due to unprecedented growth, we are looking to expand our talented team.



Job Description: Digital Marketing Executive

Salary: £28,000 - £30,000

Overview

An energetic and experienced Digital Marketing Executive is needed for this exciting role with Distant Journeys. Keen to progress their career in the travel industry, this role will provide support to the Digital Marketing Manager and will work closely with the wider Marketing function. With an excellent understanding of the marketing delivery chain, this role will work on fast-paced and challenging campaigns spanning PPC and Paid Social, website performance and content, SEO, CRO, social, email and reporting, with support from the wider Marketing team and agencies, aimed at driving maximum ROI.

The Role

As Digital Marketing Executive you will be required to create and prepare digital content and assist with several key customer-facing marketing activities for the entire portfolio.

You must be analytical with incredible attention to detail and an eye for quality. The ability to understand the products quickly is important, and you will make data-driven recommendations.

Key areas of responsibility

- Execute key marketing activities across digital channels, ensuring timely, on-budget delivery to drive customer retention and acquisition
- Maintain and monitor website activity and performance, conducting in regular digital reporting and insight analysis using tools such as GA4 to measure the performance of online campaigns and identify opportunities for improvements
- Develop and manage a diverse range of digital campaigns, including PPC and Paid Social marketing initiatives, SEO, CRO, website, email and social media
- Work with digital agencies to develop compelling campaign messaging and creative content
- Coordinate with relevant departments to keep them informed of current and upcoming marketing activities
- Identify opportunities for integrating digital campaigns with offline activities for a seamless customer journey
- Monitor website, paid search, paid social and organic channel activity and performance, conducting in regular reporting and providing suggestions in performance improvement
- Ensure all content resonates with target audiences and supports customer acquisition and retention goals
- Support customer-facing communications, such as online promotional content and email marketing, ensuring high standards of briefing, writing, and proofreading
- Maintain consistency with brand visual identity, tone, and messaging guidelines across all online touchpoints
- Regularly monitor and report on campaign success, offering actionable insights to refine future strategies

- Assist the Digital Marketing Manager, Head of Marketing, and the broader marketing team as needed to achieve department goals
- Stay informed about trends in marketing to bring innovative ideas to the team
- General marketing support

Who we're looking for

As one of our Digital Marketing Executives you will be a strong communicator, confident in a fast-paced environment with an exceptional eye for detail and a passion for the travel industry. In addition to this we're looking for someone with the following experience and qualities:

- At least 2-3 years of digital marketing experience
- A marketing degree or similar qualification essential
- Proven track record of working on effective digital marketing campaigns
- Strong analytical and numerical skills with sharp attention to detail. Solid knowledge of Google Analytics, Google Ads and Meta Ads. Commercially astute and results driven
- Proven experience with a variety of digital acquisition channels and techniques, including PPC and Paid Social, email, social media and website performance
- Communicate effectively with internal and external stakeholders
- Grammatically and computer literate, with knowledge of commercial packages such as Microsoft Office
- Well organised and able to meet tight deadlines
- Task-orientated and can work on own initiative as well as work closely with other team members
- Have a strong customer focus and an eye for detail
- Strong problem solving and decision-making skills
- Excellent copy writing and proof-reading skills