

ABOUT WTTC

The World Travel & Tourism Council (WTTC) is the body which represents the Travel & Tourism private sector globally. Our Members consist of the CEOs of the world's Travel & Tourism companies and industry organisations engaging with the sector. Our priorities are: Security & Travel Facilitation, Crisis Preparedness & Management, and Sustainable Growth. WTTC works to raise awareness of Travel & Tourism as one of the world's largest economic sectors, supporting 319 million jobs and generating 10.4% of world GDP.

ABOUT THE ROLE

This is a B2B/B2G Digital Marketing Manager to oversee the organisation's marketing activities, including its website, apps, and online, events and content. Working closely with the VP Marketing to create and implement a yearly digital marketing strategy, this role is critical for the successful delivery of WTTC's messages in an effective and economical way.

Job Title:	Digital Marketing Manager
Department:	Marketing
Reports To:	VP Marketing
RESPONSIBILITIES	
Digital Strategy	<ul style="list-style-type: none"> • Collaborate with internal team to provide digital input on overall annual marketing strategy which covers all elements of marketing (product, audiences, placement etc.,) across all marketing channels • Identify the latest trends and technologies affecting our industry • Implement recommendations across all digital channels from internal team/external agencies on their areas of expertise including design, user experience, Information Architecture and social media • Work with key stakeholders to implement YouTube strategy
Website and Digital Channels	<ul style="list-style-type: none"> • Collaborate with marketing team to implement and maintain the WTTC website, campaign sites, WTTC Member app and event apps and resolve issues from website snagging list in a timely manner • Ensure all site content undergoes the appropriate approvals process as defined by VP Marketing • Day-to-day content management and updating of both website and apps such as press releases, reports etc. Collaborate with internal teams to create landing pages and optimize user experience. • Identify, track and analyse key metrics that affect our website traffic and target audiences using Google Analytics and regularly report progress to VP Marketing. • Identify short-term and long-range issues that must be addressed through regular reviews of website and input into an improvement roadmap. • Create and implement SEO strategy for website, coordinate external agency SEO experts where required and regularly report progress to VP Marketing

	<ul style="list-style-type: none"> • Multi-channel attribution reporting, using conversion tracking to analyse and report on performance of all digital marketing campaigns and assess against goals (ROI and KPIs). • Work closely with internal team and external agencies to activate digital advertising campaigns and regularly report progress to VP Marketing and internal team. • Collaborate with Social Media Manager who owns all Social Channels and Digital Advertising.
Email Marketing	<ul style="list-style-type: none"> • Coordinate WTTC's B2B, B2G email marketing campaigns and collaborate with internal marketing team to improve on design, content and information architecture • Create and improve HTML email designs based on best case practices in this space • Create new initiatives to increase opening rates and improve email content and regularly report to VP Marketing on key metrics • Assist wider team in building end-to-end marketing emails
Data Protection & Accessibility	<ul style="list-style-type: none"> • Accountable for ensuring all WTTC databases, digital channels and email communications are GDPR compliant • Take regular training and be up to date on GDPR regulation • Inform members of staff about key GDPR changes and updates
Events Management	<ul style="list-style-type: none"> • Manage and execute invitation and registration process for all WTTC events (including conferences, forums, webinars and meetings) using Cvent and Salesforce • Assist wider team with administering event invitations, registrations and reporting on behalf of business stakeholders • Implement advice from internal team experts on brand consistency, design and user experience across all event communications • Manage event badging process, both off and on-site • Oversee registration process on site where required, including training local providers • Provide pre-and post-event analysis to business stakeholders covering registration numbers, attendance and other online and onsite aspects • Make recommendations and improvements on the invitation and registration process for events to senior management
SKILLS/KNOWLEDGE	

<p>The ideal candidate:</p>	<ul style="list-style-type: none"> • An innovative and collaborative team-player who delivers exceptional digital marketing solutions • 4-5 years proven track record with digital marketing and experience in a commercial environment • Tertiary qualified in Marketing and/or Tourism and/or experience working in the Travel & Tourism sector • Fluency in English, both written and verbal • Technical experience in using all or a combination of the following: Website Development - DNN/Evoq CMS, Search Engine Optimisation, Salesforce - CRM, eMarketing - Campaign Master, ESP, Cvent - Events Management Software, Google Analytics, Google AdWords, Microsoft Office suite – Proficient in Excel and experience in a content management platform and automation would be an advantage. • An analytical and solutions-oriented approach to digital marketing • Experience working with and managing external agencies • The ability to manage multiple schedules simultaneously, working under high pressure and tight deadlines • A resourceful and proactive attitude, with a creative and strategic approach to problem solving and the ability to work autonomously but also within a bigger team • A keen eye for detail, grammar and quality • Strong interpersonal, communication and presentation skills
------------------------------------	--

Candidates must have the right to work in the United Kingdom. Please note that this role is a London-based but will require some international travel.