



Digital Marketing Executive – Performance

Crerar Hotel Group has an excellent opportunity for a motivated and passionate individual to join the central marketing team working across two brands. As Performance Marketing Executive you will be responsible for all paid online and social advertising, plus managing and improving the ecommerce performance through our websites and affiliate partners to increase traffic, conversion and revenue.

Brands: Crerar Hotels and easy-breaks.com

Reporting to: Marketing Manager

Key role responsibilities:

- Management of all digital marketing channels such as PPC, online display, social and affiliates
- Responsible for all ad campaign building, including the performance and measurement
- Analysis of the online consumer behaviour, conversion data and customer journey, funnel analysis and multi channel attribution
- Identify optimum areas for budget spend to achieve the best ROI in our digital space
- Researching, recommending and implementing new channels which can increase revenue, in line with strategy
- Accountability for increasing the commerce performance on both brand.com websites with set growth targets in place
- Email marketing is critical so you'll be sending various ecommerce email types such as deals alerts and trigger emails. And you will understand the importance of split testing (copy, subject lines, templates), behavioural marketing and data segmentation methods
- Help coordinate seasonal marketing campaigns and cross promotions – liaising internally with stakeholders and design manager. These multi-platform marketing campaigns measure success against agreed objectives such as sales, database building, conversion optimisation and occasionally just for branding
- Creating new pages and uploading graphics in the content management suite online for campaigns, specific to paid marketing to enhance user experience and increase conversion
- Attending and contributing in team planning meetings and creative sessions and working closely with the Content Marketing and Social Media Executive to ensure organic and paid campaign synergy
- Briefing work to Design Manager for adverts
- Working with Head of Revenue, and easy-breaks.com General Manager, to ensure performance campaigns are in sync with strategy
- Keep up to date with competitor activity and research and seek online tools to assist in analysis and produce supporting documentation around any required expenditure
- Essential marketing administration tasks

- Communicate regularly with internal and external stakeholders
- Collects customer data and analyse interactions and visits, using this information to create comprehensive reports and improve future marketing strategies and campaigns
- Regular reporting of return on investment to evaluate and action on efficiency and effectiveness of campaigns to internal stakeholders
- Manage any external relationships with agencies who may be employed by the company to undertake specific projects
- Where required, undertake training and document best practice for online systems and tools

Personal attributes:

- Excellent command of written English with copy accuracy
- Highly motivated and excited about achieving sales results and KPIs
- Work effectively under pressure and able to meet deadlines
- Strong administration skills
- Good communicator and enjoy being part of a team
- Committed and hard working

Qualifications, experience and training:

This role will suit a digital marketing executive looking for a new challenge and wants to pursue a career in performance marketing with a keen interest in hospitality, travel and tourism.

Experience of digital marketing channels such as PPC, online display, social and affiliates is essential, a working knowledge of website analytic tools, and Adobe Photoshop experience advantageous.

In return we offer:

- Full in-house training in the role
- Opportunity to attend relevant digital marketing events to keep abreast with trends and industry
- Salary **£24K basic** with a 15% performance based incentive payment based on set targets and KPI's
- Staff discount on bed and breakfast stays with any Crerar Hotel

Crerar Hotels values: Crerar Hotels is one of Scotland's leading hotel companies. We work hard on talent development and always look to progress individuals through internal promotion. This role represents a fantastic opportunity for a dynamic individual to join a dynamic company.

If this sounds like your dream job, we would love to hear from you!

Please email or post your CV with a covering letter as to why you would be the best candidate for this role to Stacey Fleming, Head of Sales and Marketing, at c/o micheller@crerarhotels.com.

Thank you for your interest in Crerar Hotels. Should we wish to progress with your application, we will aim to respond within 14 days. **No agencies at this stage please.**