

## Role Profile

<b>Role title</b>	Head of Marketing
<b>Reports to</b>	Managing Director
<b>Department</b>	Commercial
<b>Working Hours</b>	37.5 hours per week
<b>Location</b>	Whitwell on the Hill, near York / Hybrid

### A bit about Inntravel

Established in 1984, Inntravel is a widely respected, leading provider of ‘at your own pace’ self-guided walking, cycling and other activity holidays across Europe. Innovative, paying meticulous attention to detail, and delivering the highest standards of personalised customer service, a team of over 70 staff work from idyllic offices in rural surroundings near York.

Inntravel was for many years a family-owned business, and it retains a strong sense of independence and autonomy. Since 2008 the company has been an integral part of the well-established Hotelplan UK. The Hotelplan UK family of brands includes Inghams, Esprit, Santa’s Lapland and Explore Worldwide, all based in Farnborough.

### A bit about the role

This is an exciting time to join Inntravel - a business benefiting from long-term investment to achieve ambitious growth targets, deliver digital transformation projects and retain its place as market leader in the self-guided walking holiday market.

Working alongside the Managing Director, you will be assisting with the development and leadership of all marketing strategy and activities within the business to ensure that we smash our budgeted targets. The Head of Marketing is a senior leadership role, with an emphasis on developing Inntravel’s digital marketing and digital customer experience capabilities, and driving new customer acquisition both in the UK and globally, particularly from North America.

A key part of the role will be developing the budget for the coming years, and alongside this, a set of performance metrics, increasing visibility of these and being accountable for improving performance of these.

Inntravel is a highly customer-centric travel business, with an award-winning reputation for customer service excellence (we are Which? Magazine’s ‘Recommended Provider of Self-Guided Holidays 2022’). We have very high rates of repeat bookings and a market leading NPS from our loyal customer base. Our marketing mix is broad ranging and rich in content, with direct mail, print, high profile PR in the national and local press, and a distinct, differentiated brand positioning being particular strengths.

We’re ambitious for further growth, with a strategy focused on maximising the purchasing returns of our existing customers, accelerating new customer acquisition, and securing long-term lifetime-values by enhancing engagement and improving first-to-second booking rates. Building on the current strengths of Inntravel’s marketing mix, this role will drive brand awareness and engagement with new audiences, lead a transformation in our digital marketing strategy and delivery, and optimise digital communications throughout the customer journey.

## A typical working week

A true customer and data driven marketing specialist, you will split your time between home and our office outside York. Your weeks will be spent on projects to deliver against our 3 year plan, planning analyzing current campaigns against trading performance, running the team and agency partners, and and liaising across teams to communicate performance and realise opportunities in market trends. You'll carve out time to create a new suite of reporting, and to review the current marketing mix in place, finding efficiencies and releasing value within the customer journey. You'll work closely with the other SMT members, including Finance to understand and input into the budgeting process, with Product to understand performance of new and existing product, and with Sales and Marketing to support campaign planning and execution.

You will also spend time with the team in the office and on Teams, supporting 1-1s and team meetings, and at quarterly intervals you will be offsite with the SMTs of the Hotelplan UK businesses.

## Expected outcomes

- Define Inntravel's overall marketing strategy and lead the Marketing team in its planning and implementation
- Roadmap, develop and deliver a comprehensive multi-channel digital marketing strategy that drives new acquisition and ROI, enhances customer engagement, and builds long-term consumer loyalty
- Develop and implement a marketing plan that drives growth in international markets, particularly North America
- Integrate direct mail and offline activity appropriately and effectively into the marketing mix
- Make effective use of enhanced CRM capability search, pre and post-travel stages of the customer journey
- Ensure optimal outcome for all marketing campaigns and activity
- Co-ordinate closely across the business to improve digital capability and enhance customer engagement across all touchpoints in the customer journey
- Lead brand development, with the potential to lead a business-wide rebrand (from brief, through research, creative development and launch)
- Direct a high profile PR strategy
- Define the content strategy for the business. Take stock of current and future content requirements and devise guidelines for best practice to support a culture where self-serve of content is enjoyed
- Extend Inntravel's range of partnerships with affiliates and third parties, including tourist boards
- Develop customer insights and analytics to identify strategies for growth and potential product development
- Build a strong relationship between the Marketing and Sales teams with a focus on driving sales growth that prioritises a customer's needs and preferences at every point
- Embed the company's sustainability principles as a core strategic marketing priority
- Set the annual marketing budget and ensures effective spend and control
- Advocate a customer-centric culture across the business

## Personal Profile

- A creative thinker and a first-rate communicator, able to inspire others with clearly expressed ideas and plans

- A skilled and empathetic leader – able to effectively communicate and manage both upwards and down.
- A multi-skilled marketing strategist with a deep understanding of our target consumers' travel-based expectations, preferences and behaviours
- Confident to instigate and manage multiple initiatives at one time, delegating effectively and developing / harnessing the skills, experience and ideas of others in delivering the marketing plan
- Embodies Inntravel's values in behaviours and decisions
- Passionate about our kind of travel and a sustainable future

### **Skills & Experience**

- Experience and enthusiasm for developing customer-led marketing strategies
- High level of experience in all aspects of digital marketing, and understanding of digital transformation requirements throughout the customer journey
- Experience of developing and delivering marketing strategies in international markets, and especially North America
- Knowledge of direct marketing, offline strategies, and other areas of the marketing mix, eg. PR
- Open and approachable with effective communication skills (both written and verbal)
- Strong commercial acumen and driven by results
- Uses customer analytics, insights and data to inform decisions
- Skilled in team management and development
- Experience in a travel marketing environment

## Benefits of working for us

- Hybrid working environment
- You'll start with 25 days holiday a year (pro-rata) – this rises by 1 day per year to 30 days after 5 years with the company. There's also the option to 'buy' additional holiday leave if you need more time off
- Pension scheme
- Life insurance
- Bonus eligibility based on company performance each year
- A 50% holiday discount scheme on holidays offered by any company in the Hotelplan UK group (that includes Explore!, Inghams, Esprit and Santa's Lapland). Everything from adventure tours to ski holidays.
- A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.
- 2 volunteer days a year
- Sociable and friendly office environment including our own allotment and lunchtime exercise classes

*Inntravel – inspiring individual discovery*  
**Expertise** through knowledge and experience  
**Respect** for the places and people we work with  
Embracing **individuality** and **creativity**  
**Trust** through openness and integrity  
Shared **enthusiasm** and **pride** in all we do

### **The fine print**

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*