



## DIGITAL MARKETING SPECIALIST

<b>Location:</b>	Mornington, Victoria (Australia)
<b>Industry:</b>	Leisure, Travel & Tourism
<b>Employment type:</b>	Full-time 38 hours (5 days a week)
<b>Reports to:</b>	Marketing Manager
<b>Start date:</b>	February 2025

### ABOUT THE COMPANY

*'OUR PURPOSE IS TO INSPIRE AND CREATE TRANSFORMATIVE JOURNEYS  
THAT POSITIVELY BENEFIT BOTH PEOPLE AND THE PLANET.'*

RAW Travel is a boutique tour operator on Victoria's Mornington Peninsula that specialises in iconic walking adventures worldwide. We aspire to be one of the world's most inspiring and innovative walking companies and were the first hiking company globally to achieve the prestigious B-Corp accreditation.

RAW Travel is an exciting company to work for and is built on a real passion for active travel and what it delivers for our clients. We are innovators and have a very loyal client base, built on many years of providing great service. We are an established business with over 20 + years' experience but we don't try and run trips everywhere – we prefer to offer real expertise and useful advice on the ones we do.

All our Destination Experts are passionate, well-travelled walkers. They deliver a level of advice and experience that comes from being 100% focused on our chosen walks, rather than hundreds of different trips.

RAW Travel has remained a personal and bespoke service and travelling with us has always been about experiencing the world and local people with authentic walking adventures. We passionately believe that walking trips offer unique experiences to travel sustainably with opportunities for authentic travel and personal challenges. Our purpose is to inspire and create transformative journeys that can benefit both people and the planet.

Providing a personal, friendly service is core to our success. We genuinely love our travellers and the fulfilment of their travel dreams is our passion. Any prospective team members must share our values and commit to the mission of providing outstanding customer service while upholding our ethos of being an ethical and responsible business.



## ABOUT THE ROLE

This new position offers a challenging and rewarding opportunity for a creative, analytical and experienced digital marketer to inspire new and existing customers to take journeys with RAW Travel.

As the Digital Marketing Specialist, you will play a key role in building brand loyalty and driving our continued growth, success and integrated online presence.

In this fast-paced, hands-on position, you will work alongside our Marketing Manager and Sales Manager. You must be passionate about digital marketing, have a love of adventure travel, and live our company's core values.

RAW Travel is a company with big visions and ambitions. We encourage innovative thinking and personal growth. We're excited about our future – and yours!

## OUR VALUES

- Authenticity
- Adventure & Freedom
- Exceptional Service
- Integrity
- Inspiration & Optimism
- Challenge & Achievement
- Sense of Community
- Positive Environmental & Social Impact

## THE IDEAL CANDIDATE

You will be driven by all things digital, be highly organised and bring a positive can-do attitude to everything that you do. You are an enthusiastic expert and prepared to take ownership of your role. As a team player you will enjoy working in a dynamic environment and will embody and stay true to the core values of our brand.

## SKILLS & EXPERIENCE REQUIRED

- Tertiary qualifications in marketing or related discipline.
- Strong, proven experience in digital marketing, including SEM, SEO, PPC, email marketing, analytics, social media and website maintenance.
- Experience delivering effective digital campaigns.
- Understanding of CRM and email delivery systems (Insightly preferred).
- Ability to be highly effective both autonomously and within a collaborative environment.
- Ability to work well under pressure and manage multiple projects.



- Action oriented and results driven, with excellent attention to detail.
- Ability to generate, analyse and interpret data.
- Excellent interpersonal and communication skills.
- Passion for travel and an understanding of the tourism industry.
- Comfortable operating on an Apple Mac.

## **PRIMARY ACCOUNTABILITIES**

- Implement the digital marketing plan in collaboration with the Marketing Manager and Sales Manager.
- Oversee and manage our Google Ads and Facebook Ads campaigns, including effective retargeting campaigns and conversion tracking.
- Manage SEO (technical, on-page and off-page) for the main website (Wordpress experience needed).
- Be responsible for co-ordinating solutions to any website issues with our developer.
- Build and maintain website landing pages to support marketing campaigns.
- Coordinate and execute social conversion advertising strategy.
- Conduct digital ad competitor analysis. Monitor trends and make recommendations.
- Ensure business priorities are reflected in our digital ads, projects and website performance.
- Manage the digital budget and report on ROI. Analyse and provide reports.
- Oversee and execute other digital projects as required.
- Provide exceptional customer service and exceed customer expectations.
- Respect and reflect our core values.

## **WHAT YOU'LL GET IN RETURN**

RAW Travel is a great place to work, with an engaged group of staff, excellent work environment and regular opportunities for travel. We have high expectations of our team, and in return we want our staff to be adventurous, active, authentic and fun. We give you ample opportunity for training and development both internally and externally.

You will receive a competitive based salary, with the potential to earn a performance-related bonus. Along with great industry perks, there are opportunities to experience our destinations first hand.

We support a flexible work model that blends in-office and remote working. We value collaboration and teamwork, and as part of our commitment to fostering a supportive and connected workplace culture, we ask that team members spend at least 2 days a week working together in the office.



## How to Apply

If you have what it takes and want to join a thriving and innovative company that is passionate about adventure travel, then we want to hear from you.

To apply, please send a cover letter addressing the key selection criteria (Skills & Experience Required) along with your CV to: [recruitment@rawtravel.com](mailto:recruitment@rawtravel.com)

As part of the recruitment process, successful candidates will be required to participate in a practical assessment to demonstrate their digital marketing skills.