



## Job Description: Head of Marketing

The Dragon Trip Group is recruiting a Head of Marketing. The role will be based in our London office, and is based across all three brands in the Dragon Trip Group.

The company operates three brands across the youth travel space:

- The Learning Adventure (School trips for university and school students)
- The Dragon Trip (Adventure tours for backpackers in Asia)
- The Coyote Trip (Adventure tours for backpackers in North America)

All brands are youth-focused and share the same mission: to expand minds through transformative travel experiences.

We're seeking someone who is an exceptional marketer, a strong leader, a great communicator and able to execute ambitious growth strategies. They will need to build systems, overcome challenges faced during rapid expansion, be the face of the brands for our staff, clients and partners, and be passionate about the positive impact travel can have on young people.

### Responsibilities:

- **Oversee a growing team:** This role will involve managing our current small but effective marketing team, and leading the growth of this department.
- **Analytics:** Overseeing our KPIs, ensuring goals are met and our marketing decisions are data-driven.
- **Brand:** Promoting our three brands, increasing the presence of them all and curating a clear brand identity.
- **Online advertising:** Developing our existing Google Ads strategy and assessing whether an in-house or agency model is more suitable for the company.
- **SEO:** Ensuring our top-of-the-rankings position is maintained for key words, and is enhanced across all our key metrics.
- **Social media:** Managing our strategy to utilize social media channels as a means to generate enquiries and bookings, and drive growth.
- **Website:** Focusing on site conversion to ensure site traffic is consistently converted.
- **Design:** Working with agencies or directly to create beautiful and relevant marketing materials across all brands.



#### Competencies:

- **Managerial excellence:** Must be capable of overseeing and managing a growing team.
- **Strategic ability:** Will work alongside company directors to make bold but smart strategic decisions, which achieve our growth objectives and are aligned with our values and mission.
- **Communication ability:** Must be able to work with and inspire teams across a variety of departments. In addition, the Head of Marketing must be able to communicate company messaging to key clients and stakeholders effectively.
- **Operational ability:** Must be able to effectively execute on plans, in an organized and efficient way in-line with company timelines and schedules.
- **Sales awareness:** Work alongside the sales team to deliver tangible results and drive growth across all three brands.

#### Experience:

- At least 7 years experience working in marketing - ideally within the travel sector.
- Previous managerial experience is required for this role.
- Ideally a knowledge of the youth travel sector in Asia.
- A passion for travel!

#### What you get from us:

- **Responsibility:** Freedom to execute on your ideas, plan your own schedule, and build the change you want to see in the organization.
- **Support:** We'll invest time in you to allow you to succeed. It is important to us that our team members develop professionally during their time with us.
- **Opportunity:** We are a rapidly growing company in our space and work hard to recruit internally. We expect to move from a medium- to large-sized entity within 5 years, and you will be in the top level of management.
- **Fun, growing team:** Our global offices are growing - be part of the action and grow alongside us.

#### Terms:

- You will be reporting to a company director.
- Competitive salary, dependent on experience.

To apply, send your resume and brief self-introduction to: [alex.seigel@thedragontrip.com](mailto:alex.seigel@thedragontrip.com).