

DIGITAL MARKETING & SALES MANAGER

Anderson Tours are looking to recruit a Marketing & Sales Manager, with an emphasis on Digital Marketing & Social Media, to promote our brand and tour products. We are looking for someone who will maximise incoming revenue from online sales through digital marketing, who'll manage existing agent relationships and find new avenues for increased sales. The ideal candidate will be an enthusiastic self-starter who is happy to work independently, while also being a team-player and happy to get involved in other aspects of the daily operations of the business as needed. The role is full-time and based in our bright, open-plan office on Tower Bridge Road, reporting to the General Manager. Our usual office hours are 09:00-17:30 Monday-Friday and some travel for meetings, fairs & events will also be involved. Early starts of 07:00-07:30 in the office may sometimes be required, so some flexibility with regards to working hours is desirable.

Main Duties:

- Responsible for strategic planning and delivery of social media & digital marketing campaigns, reporting to the GM
- Building & maintaining a social media presence on Facebook & Instagram
- Running Facebook & other online ad campaigns; monitoring return on investment
- Assisting with the upkeep of the Anderson Tours website as well as Anderson Tours' products on third party sites
- Identifying & developing new advertising & sales opportunities
- Managing agents' accounts: setting up new agents, answering queries, conducting training on use of our website, sending out weekly posters, tracking commission, using third party websites/extranets
- Liaising with internal accounts, operations, coach hire, & private groups teams within Anderson Tours & Anderson Travel as necessary
- Negotiating new sales agreements including rates, commission & other Ts & Cs
- Creating the yearly brochures in discussion with other members of the team
- Attending industry networking & other events to represent Anderson Tours, find new sales leads & build relationships
- Answering the Anderson Tours emergency mobile outside of office hours for 1 week at a time around once every 6 weeks (this is done on a rota system with other office staff)
- Assisting with ad-hoc tasks for other departments as and when necessary

Required Skills:

- Expert with digital marketing platforms including Facebook, Instagram, Google Ads
- 2+ years' experience in a marketing and/or sales role
- commercially-driven
- Excellent people skills
- High attention to detail
- Flexibility with regards to workload & working hours
- Accuracy & numeracy
- Fluency in English
- Strong self-motivation & organisational skills
- Proficiency in Word, Excel & Outlook

Desirable Skills:

- Fluency in other languages
- Experience & contacts in the UK travel industry

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- Experience with InDesign or similar
- Experience in negotiating & drafting contracts with agents

What we offer:

- Competitive salary of circa 34-37k per annum depending on experience
- 20 days paid annual leave with 1 extra day each time you take the office emergency mobile for 1 week (shared on a rota system with other staff)
- Sunny, modern, open-plan office on iconic & central Tower Bridge Road
- Friendly colleagues always ready to offer help and banter
- Office coffee machine
- Opportunities to attend industry events for networking and training

ABOUT US:

Anderson Tours is an established tour operator, specialising in coach day trips & weekend breaks from London. Running closely alongside Anderson Travel, the coach operator of the Anderson Travel Group, we are a small, friendly team based in a modern, open plan office just on the south side of Tower Bridge. Anderson Tours has been running successfully for 26 years with Anderson Travel having recently celebrated its 30th year.