

## Marketing Executive

### Journeys With Purpose

*August 2025*

### Our Mission

Journeys With Purpose is an award-winning impact travel company. We offer immersive experiences to the wildest corners of the world that catalyse the celebration and advancement of nature conservation. Our mission is to empower global change by restoring our relationship with the natural environment. A journey with purpose is an opportunity to create lasting positive impact with the people and the places our guests engage with.

We are an ambitious and driven team of passionate individuals who are looking to be part of an exciting journey to drive lasting, positive change for the planet, within a young and growing company where everybody's voices are heard and valued.

### Role Summary

We are seeking an enthusiastic and motivated **Marketing Executive** to join our growing team. This new member of JWP will live our values, elevate our culture and collaborate with the team to go above and beyond in everything that we do.

This role is ideal for a creative storyteller with a passion for travel, strong writing skills, and a keen eye for detail. You'll be responsible for crafting compelling content across our digital channels, managing our social media presence, and supporting marketing campaigns that reflect our brand values and drive engagement. Working closely with the wider marketing and sales teams, you'll help bring our journeys to life and inform and inspire a growing global community of changemakers.

Our ideal start date is Autumn 2025 / early 2026. The company is headquartered in London, but we offer flexibility and an element of remote work. **Applicants must be based in the UK at the time of applying, and we are unable to offer visa sponsorship.**

The most important aspect of our recruitment process is a rigorous review of shared values and attitude. We are looking for:

- Individuals who are motivated by making a positive social and environmental impact
- People who act with honesty, openness and integrity in every interaction
- Teammates who value inclusivity and respect for diverse perspectives and experiences
- Creative and ambitious thinkers with a collaborative, can-do spirit

- Colleagues who prioritise wellbeing and contribute to a supportive team culture

## **Key Responsibilities**

- **Content Creation & Copywriting**
  - Write engaging and on-brand content across multiple platforms, including blog articles, newsletters, and social media.
  - Craft compelling website copy that reflects the tone and values of Journeys With Purpose.
- **Social Media Management**
  - Manage and grow the company's social media presence (Instagram, LinkedIn, etc.) with tailored, visually appealing content.
  - Schedule posts, engage with followers, and monitor performance to enhance audience engagement.
  - Collaborate with the rest of the teams to maintain a consistent visual and messaging identity.
- **Email Marketing & Newsletters**
  - Write and schedule high-impact newsletters and promotional emails to inspire and convert prospective travellers.
  - Segment mailing lists and personalise content for different customer audiences.
  - Monitor performance metrics (open rates, CTR, etc.) to optimise future campaigns.
- **Performance Tracking & Reporting**
  - Track and report on the performance of marketing channels including email, social media, web traffic, and paid campaigns.
  - Use tools such as Google Analytics, Meta Business Suite, and email marketing platforms to derive insights.
  - Identify trends and make data-informed recommendations to improve marketing effectiveness.
- **SEO & Digital Marketing Support**
  - Support the implementation of SEO strategies across digital content to improve organic reach.
  - Assist with PPC campaigns and other paid media initiatives where required.
- **Brand Voice & Consistency**
  - Uphold the luxury brand's tone of voice across all written communications.
  - Ensure all marketing output aligns with brand guidelines and company values.

## **Qualifications & Attributes**

- **Education & Experience**
  - 2+ years' experience in marketing, content, or digital communications, ideally within travel, hospitality, or luxury/lifestyle brands.

- Degree in Marketing, Communications, or a related field is desirable.
- **Digital & Technical Skills**
  - Experience with content management systems (WordPress preferred).
  - Familiarity with email marketing platforms (Mailchimp, Klaviyo, Campaign Monitor).
  - Working knowledge of Google Analytics (GA4), Meta Business Suite, and other digital reporting tools.
  - Understanding of SEO best practices and basic digital marketing principles (PPC, social media ads) is a plus.
  - Experience with Adobe Creative Suite or Canva is advantageous.
- **Content & Creativity**
  - Exceptional writing skills with a flair for storytelling.
  - Passion for creating inspiring, emotionally engaging content that brings destinations to life.
- **Organisation & Attention to Detail**
  - Strong attention to detail and ability to manage multiple projects and content calendars.
  - Consistently delivers high-quality work on time.
- **Proactive & Collaborative**
  - Self-starter who thrives in a small team, takes initiative, shares ideas, and supports colleagues across departments.
- **Passion & Values**
  - Genuine interest in travel, sustainability, and cultural connection.
  - Personal or professional experience in the travel space is a strong plus.

## What We're Offering

- Competitive entry-level salary (£32-35K per annum, dependent on experience)
- Performance-based bonus scheme
- Access to a co-working space in London with remote-working opportunities
- Company pension plan
- Enhanced parental and other paid leave policies
- At least one familiarisation trip per year (from six months after probation)
- Inclusion in the company travel insurance policy prior to your first trip
- 28 days holiday plus public holidays, increasing by a day with each year's service (up to 35)
- Two paid 'journey days' per year if you choose low-carbon alternatives to flying on holiday
- One team and one personal optional volunteering day per year

## How to Apply

Interested candidates should submit their CV and a one-page cover letter to [careers@journeyswithpurpose.org](mailto:careers@journeyswithpurpose.org).



Journeys With Purpose celebrates diversity and is committed to creating an inclusive environment for all employees. In line with our equal opportunity approach, all CVs and cover letters will be anonymised by removing all identifying information before being viewed by the hiring manager.

## **Application Process**

1. Initial call with Eliza Norris, our Head of Operations, followed by a take-home scenario exercise
2. Interview with Natalia Sanchez, our Head of Marketing
3. Interview with Venetia Martin, our Managing Director and/or Duncan Grossart, our Founder
4. In-person interview with the team in our London office
5. References that offer direct verbal feedback to our enquiries, and final offer

If there's anything we can do to accommodate your specific situation, please let us know.