



MARKETPLACE MANAGER
FULL-TIME

DHARMA: TRAVEL-TECH INDUSTRY

LOCATION: Remote, preferred time zones between GMT-5 and GMT+5

DHARMA is a fast-growing, travel-tech startup whose innovative B2B2C business model creates, builds, launches, and operates trips and events for influential people and brands created around passion points - from fashion to wellness to food and wine. Together, we are creating a world where travel isn't about the WHERE but about the WHY.

About this role

A new role at DHARMA, we are searching for an experienced Marketplace Manager to manage the launch, display, and merchandising of all DHARMA products on our e-commerce marketplace. This person will be responsible for reporting performance against KPIs and OKRs providing data-driven insights from GA4, Hubspot, Hotjar, and other platforms. Success will be measured by achievement of DHARMA's Booked Revenue as well as optimizing the marketplace for trust and for conversion.

Who you are

A driven and passionate Marketplace Lead or Marketplace and Growth Manager with both an analytical and growth-driven mindset. You track and make strategic data-driven decisions fearlessly in pursuit of 10x scale. You curate and build product and category pages at volume with excellent on-page SEO to benefit our organic traffic, paid campaigns, and ultimately the journey of our users. You have an exceptional ability to select accurate, quality media and to provide error-free, optimized, on-brand copy. You deliver campaigns and promotions, managing our inventory and making pricing and promotional recommendations. You are comfortable with or willing to learn about low-code automation tools (e.g. make.com, zapier) You do all of the above through excellent collaboration with stakeholders and internal clients across the business from Marketing, Talent, Product and Operations teams. You are agile. You move extremely fast with limited resources to achieve the maximum. You always do the best you can with what you have.

Who you will be working with

You will report to the Marketing Manager as part of the Marketing and Growth team. You'll work collaboratively with internal teams and extensively across the organization to launch and optimize all products from creation and design, through to delivery. You'll merchandise across the site together with the Sales and Marketing teams, manage inventory with the Commercial team and drive impact across the business.



What you would be working on

Together with the Director of Marketing, a key focus will be to drive ongoing improvements in the Marketing function. The three main pillars of this role are managing, developing and delivering as follows:

1. MANAGE

- **Growth.** Have a growth mindset, be obsessed with metrics and focused on 10x scalability.
- **Products.** Manage the timeline, launch and delivery of all products, collections and brands across the marketplace.
- **Merchandising.** Ensure all content and merchandising is accurate and up-to-date and deliver campaigns and promotions.
- **Inventory.** Manage the eCommerce performance of all our products on a daily basis, recommending and deploying sophisticated price and promotional strategies.
- **CX Journey.** Work closely with the Product team to remove friction and barriers and to fearlessly optimize the experience towards life cycle goals and conversion.

2. DEVELOP

- **On-page SEO.** Be responsible for the performance of organic traffic and SERPs through excellent on-page SEO.
- **Soft Landings.** Develop landing pages to benefit both paid and organic traffic efforts.
- **Curation.** Develop product and category pages that grow traffic, product understanding, and the experience of our brand.
- **Impact.** Have an exceptional eye for engaging imagery, video, copy, and design that creates engagement and drives performance metrics.

3. DELIVER

- **Analytics.** Drive weekly, monthly and quarterly performance tracking and reporting for eCommerce against KPIs and OKRs. Use data across GA4, Hubspot, and Hotjar to provide insights that inform and innovate our performance.



- **Project Management.** Work cross-functionally with internal departments such as Marketing, Talent, Product and Sales to drive excellence.
- **Compliance.** Ensure compliance with all marketplace policies and regulations, especially in the eCommerce, Privacy, and GDPR context.
- **Quality.** Deliver products and pages that are accurate, error-free and that provide an ultra on-brand UX that benefits the user journey.
- **Diligence.** Monitoring user experience to remove friction points and to escalate product issues for swift resolution.

Additional skills you bring

- 2+ years experience in Marketplace / product management.
- You have a growth mindset. You are resourceful. You knock down walls.
- Truly adept in GA4 and tracking. Provide valuable insights as well as analysis and reporting.
- Able to deploy behavioral analytics tools such as HotJar and strategise SEO.
- Meet and match our martech: HubSpot, WordPress, monday.com, make.com.
- Ability to curate the products, merchandise the marketplace and deepen the brand experience.
- Confidence that your copy skills in English are second to none [minimum C1].
- Strong interpersonal skills, experience managing cross-cultural and geographically dispersed teams, and possessing a strong ability to motivate others.
- Proactive, self-motivated, and an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations.

More about our team

We are a highly diverse, close-knit team of colleagues – an open, honest, highly respectful and self-accountable group of people who work in an environment of mutual trust and support. We understand the value of work/life balance, and all our team members enjoy flexible working hours and working from home.

Perks and Benefits:

- Exciting startup environment
- Ambitious progression framework
- Inspiring stock option scheme (ESOPs)
- Competitive annual leave
- Discretionary bonus scheme - TBD (performance-based)
- Computer provided
- Flexible hours
- Opportunity to annually attend a DHARMA trip



Hiring Process

Our goal is to give you the opportunity to present yourself in a supportive environment. Your first point of contact will be with our People Team for a brief video chat. We will provide space for you to ask questions about the company and role. If we both feel a connection, we will invite you to respond to a Technical Assessment that simulates the kind of work you would be producing should you be hired for the role. You will then meet with the Hiring Manager to review this assessment together followed by a final Team Interview.

You're still here. And that's a good sign.

Building the travel company we wish existed is so much more than a checklist.

Research tells us that some candidates are put off from applying because they do not tick every box. We recognize that people come with a wealth of knowledge and experience beyond just the technical requirements of the job. If your experience is close to what you see listed here, but you don't tick every box, please still consider applying. Diversity of experience and passion for the tech and travel industry as a whole are the keys to innovation and excellence; therefore, we encourage people of all backgrounds to apply to our positions. Please let us know if you require any additional accommodations during this recruitment process.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#).