

# DHARMA

## MARKETING DIRECTOR: GROUP TRAVEL

**Format:** Salaried, Full Time

**Based:** Remote, preferred time zones between GMT-6 and GMT+2

**Start date:** ASAP

### JOB SUMMARY

As a key member of DHARMA's leadership team, the Marketing Director: Group Travel will own responsibility for Marketing, Communications, and CRM at DHARMA, driving revenue growth, ensuring world class customer data management, and powering the business forward by executing brilliant marketing strategies for DHARMA as well as the Talent and travel brands in our portfolio. A proactive self-starter able to hit the ground running on day 1, the successful candidate will also be responsible for Communications at DHARMA, delivering on-brand guest journey comms, website copy, and more. Highly collaborative, numerate, creative, data-driven, and analytical, the Marketing Director will work closely with the wider DHARMA team to drive business growth and ensure revenue targets are met. The successful candidate will be an experienced and natural leader, able to lead and manage a diverse remote team and will be tasked with promoting DHARMA's core values and fostering a culture of passion, ownership, and above & beyond. Highly polished professional English, both written and spoken, is required for this role. Experience with HubSpot strongly preferred. Experience with Monday.com, Google Drive, and Slack preferred.

### RESPONSIBILITIES

- Own responsibility for the Marketing department at DHARMA, ensuring all marketing, communications, and CRM objectives are met on time and on budget
- Develop, implement, and own comprehensive marketing and communications strategies for all travel brands in our portfolio, leveraging deep digital marketing expertise to drive the development of campaigns and strategic partnerships that achieve objectives
- Hold responsibility for achieving target percentage of booked revenue, a key DHARMA success metric
- Own responsibility for the HubSpot CRM, leveraging professional experience to evolve this key sales and marketing tool, streamlining user profiling, and developing a direct database of targeted users

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- Build strong marketing foundations for DHARMA's marketplace that attract and grow 3rd party tour operators in line with targets as well as a revenue-generating direct DHARMA audience
- Hold responsibility for setting up, overseeing, and evolving SEO and analytics
- Deliver ultra on-brand guest journey comms from pre-trip to next trip, reducing guest cancellations - a key metric for this role
- Articulate future-forward distribution strategies for all of our brands, growing list of distribution and strategic partners for branded experiences
- Define the primary user persona and build a direct audience that drives revenue
- Develop a comprehensive Marketing Strategy for the DHARMA brand that supports in achieving positive reviews and strong community engagement (social, newsletter, etc.)
- Be the primary internal point of contact for all PR initiatives and support with the management of press initiatives
- Collaborate with the creative team to develop brand assets and creative deliverables that support in sales and engagement (campaign visuals, branding, swag, etc.)
- Prepare and manage monthly, quarterly and annual marketing budgets
- Develop strong strategies and execution plans for ancillary revenue streams, including influencer cost offsets, merchandising, and Marketplace
- Recruit, manage, and inspire a world class, geographically dispersed remote team
- Take responsibility for setting clear objectives and promoting a culture of learning and development that supports in the achievement of individual and team KPIs
- Proactively create and implement tech-powered processes that solve for operational inefficiencies and streamline tasks
- Document all operational processes, creating a comprehensive suite of training materials that drives efficiency
- Manage and report on metrics and team performance including booked revenue, audience growth, CSAT, cancellation rate, review metrics, engagement, and growth of strategic partnerships.

## SKILLS

- At least 4+ years' experience leading a team in a high-volume marketing and communications role
- Ultra proactive, self-motivated, and tenacious, possessing of an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations

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- Strong interpersonal skills, experience managing cross-cultural and geographically dispersed teams, and possessing a strong ability to motivate others
- Experience marketing talent / influencers and lifestyle brands
- Highly polished professional English, both written and spoken
- Ability to step in creatively as needed, utilizing strong visual perspective and writing skills to lead and support
- Experience in a remote, fast-paced, dynamic start-up environment preferred
- Professional experience with HubSpot
- Experience with Rezdy, Monday.com, Google Drive, and Slack preferred
- Candidates with foreign language skills preferred – Spanish, French and Italian

## HOW TO LEARN MORE

Thank you for your interest in DHARMA. We appreciate your enthusiasm.

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](#).

## ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience.

DHARMA is a fast-growing, travel-tech startup who's innovative B2B2C business model creates, builds, launches, and operates trips for influential people and brands created around passion points – from fashion to wellness to food and wine. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.