

SENIOR MARKETING EXECUTIVE



Location: Dublin, Ireland/London, UK

Department: Marketing

Reporting to: Department Manager

Contract Type: Fixed-Term, 1 year maternity cover with potential to become Permanent

Do you want to create memories that last a lifetime?

Tour Partner Group is a leading B2B Destination Management Company (DMC) specialising in travel experiences across the UK, Ireland, the Nordics, and the Baltics. With offices in London, Edinburgh, Dublin, and Copenhagen, we bring together over 300 destination specialists, designing unforgettable travel experiences for Groups and FIT, as well as curated MICE programmes under our dedicated brand, **Horizons by Tour Partner Group**.

At **Tour Partner Group**, we believe in responsible travel, continuously challenging ourselves to elevate our standards and ensure that every journey we create leaves a positive impact on both people and the planet.

About the position:

We are looking for a passionate and dynamic **Senior Marketing Executive** to join our team in **Dublin or London**. In this role, you will be responsible for **creating marketing materials, creating compelling content for landing pages on our websites and multiple platforms that engages target audiences**. You will work as part of a **collaborative, international team**, creating memories that last a lifetime for our clients and their customers.

Your responsibilities:

As a Senior Marketing Executive at Tour Partner Group, your key responsibilities will include:

- Coordination with sales teams to create marketing materials and tools that support sales efforts
- Monitor, report, and analyse results of marketing email campaigns to deliver actionable insights and recommendations for future email campaigns
- Email marketing using Mailchimp and SugarCRM with track record of increasing KPIs (booking request in multiple languages) and ensure growth in market shares
- Analyses market trends and competitor activity to identify opportunities for innovation or improvements within our marketing activities
- Manage relationships with external agencies and suppliers to ensure high-quality and timely execution of marketing activities
- Manages and updates company website content to ensure it is current, dynamic, and functional, enhancing user experience and SEO



SENIOR MARKETING EXECUTIVE



Your profile: Skills & Experience

We are looking for an individual with the following skills and qualifications:

- Languages: fluent in English, other languages like Spanish/French/German/Italian a plus but not mandatory
- Advanced Graphic Design Skills (Adobe Illustrator)
- Advanced level of the entire Adobe Suite
- Expert user with Mailchimp software
- Video editor using Adobe Premier Pro and Adobe After Effects
- Expert Brochure curator (print using Adobe Indesign and Photoshop, and digital using fliphtml)
- High level event organisation skill, e.g. tradeshow organisation incl. stand design and stand built
- Proficiency in CMS platforms, SEO
- Destination knowledge of all Nordic countries and UKI
- Excellent verbal and written communication skills
- Can do attitude/Forward thinker
- Team player

What we offer

At Tour Partner Group, we believe in rewarding our team members. By joining us, you will enjoy:

- **A dynamic and international work environment**, collaborating with colleagues from over **20 nationalities**.
- **Familiarisation trips** to enhance your first-hand knowledge of our destinations.
- **A holiday increase** with years of service, up to **25 days**.
- **A contribution towards gym membership** to promote well-being.
- **An extra day off on your birthday**, because celebrating is important!
- **One volunteering day per year** to support a cause you're passionate about.
- **Annual social events** to celebrate our shared successes.
- **TPG Travel Club discounts** to explore our destinations in your free time.



SENIOR MARKETING EXECUTIVE



- The opportunity to become a **Value Champion**, earning a **Discover-Our-Destination reward** for an exciting explorer getaway.
- **A structured development programme with on-the-job training**, ensuring you reach your full potential.
- **A collaborative and supportive team culture** where every member is valued.
- Opportunities for **career progression**, moving into new roles within the company.

Additional Information

- **High Season Period:** Please note that from **1st May – 31st August**, the workload may be heavier, and overtime may be required. Overtime is compensated as time off in lieu.
- **Work Location:** This position is based in **Dublin or London**, with the possibility of hybrid working depending on the role.

Our Values

At Tour Partner Group, our values guide everything we do:

- **Partnership** – We collaborate as a team to succeed and hold our colleagues and business partners in high esteem.
- **Inspiration** – We inspire confidence in others through our knowledge and expertise. We seek and embrace change.
- **Respect** – We are open to new ideas, cultures, and experiences. We value honesty and transparency.
- **Passion** – We share our love for travel and encourage others to explore our destinations. We aspire to be the difference that makes the difference.



SENIOR MARKETING EXECUTIVE



Our Commitment to Sustainability & ESG

- We recognise the part we play as a tourism business. We believe in the **positive force and impact** of responsible business on our collective future—one that is sustainable and contributes **not only to ourselves and our clients but also to the planet and society as a whole**.
- Internally, we have taken active steps to **reduce our environmental footprint** by limiting printing, switching to **digital business cards**, and ensuring that **business travel is only undertaken when essential**. Additionally, we encourage our employees to **give back to the community** through our **1 volunteering day per year** initiative.
- Find out more about our sustainability efforts: [Tour Partner Group ESG Policy](#)

How to Apply

If you're excited to be part of a team that delivers exceptional travel experiences, we'd love to hear from you!

- Please send your **CV and cover letter** to global.recruitment@tourpartnergroup.com with the subject line: **Application for Senior Marketing Executive – [Your Name]**.
- If you have any questions about the role, please contact **Bianca Chiru** at bianca.chiru@tourpartnergroup.com.

We look forward to welcoming you to the Tour Partner Group team!

www.tourpartnergroup.com

