

# Marketing Manager



*Location: London, UK or Dublin, Ireland*

*Department: Marketing*

*Reporting to: Head of Marketing*

*Contract Type: Maternity Cover (possibility for permanent position)*

## 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 500 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 **Marketing Manager** to join our team in **London or Dublin**. This role plays a key part in maximising visibility, engagement and commercial value by delivering high-performing content, strong SEO results and continuous optimisation across our websites. Working closely with sales and teams, the Marketing Manager will ensure both websites clearly communicate our expertise across UK, Ireland, Scotland, the Nordics and beyond, while supporting lead generation and brand growth.

## Your responsibilities:

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

- Website & Content Management
  - Oversee the Tour Partner Group and Horizons by Tour Partner Group websites, using WordPress CMS to create landing pages, blog posts, and refreshed content.
  - Ensure all content is SEO-optimised and aligned with brand guidelines and different audiences.
  - Liaise with external developers to introduce new features and content blocks, keeping the sites fresh and engaging.
  - Manage publishing schedules for both websites, ensuring consistent updates and high-quality storytelling. Work closely with internal stakeholders to gather, edit, and publish content
  - Advanced Knowledge of WordPress
- Digital Strategy & Insights
  - Lead SEO strategy and conduct regular SEO research using Google Trends, Keyword Planner, and Moz to inform website and social media content strategy.



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- Optimise website content to perform effectively in AI-driven and conversational search environments (e.g. AI assistants and generative search results)
- Collate and analyse monthly website statistics using Google Analytics to compile reports on traffic sources and types, identify trends, measure performance, and recommend improvements to increase traffic quality and reach.
- Manage the Guaranteed Departure platform by delivering training and demos, creating user guides, ensuring style consistency, and reviewing content prior to publishing tours.
- Produce monthly reports on platform performance, including market and destination breakdowns of bookings and users via stats pulled from WordPress CMS.
- Implement ongoing improvements to user experience, discoverability, and commercial impact.
- Ensure websites comply with GDPR and accessibility standards
- Campaign Management
  - Plan and deliver paid LinkedIn campaigns for both Tour Partner Group and Horizons, managing budgets and tracking results.
  - Create and manage Google Ads Search and Performance Max campaigns to drive traffic to Horizons.
- Tradeshow Support

Register sales teams for tradeshows, manage digital profiles, and coordinate with teams to produce all necessary marketing materials. Design stand artwork and ensure furniture and logistics are in place.
- Upselling Platform (Bokun)

Set up and oversee usage of the Bokun platform, including delivering demos and training to team members and managing the Bokun-hosted website.
- Ad-hoc Marketing Support

Deliver a wide range of marketing activities, including intranet updates, video production, flyers, and presentations.

## Your profile: Skills & Experience

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

- Advanced WordPress and CMS management
- SEO and content optimisation including AI driven search
- Website analytics and performance reporting Google Analytics



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- Digital campaign management LinkedIn and Google Ads
- Content strategy and brand storytelling
- UX and conversion optimisation
- Stakeholder and vendor management
- Marketing platforms and tools Bokun, CRM, CMS
- Project and campaign delivery
- GDPR and accessibility compliance

## 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.
- 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

- **Work Location:** This position is based in **London, UK**, or **Dublin, Ireland** with the possibility of hybrid working depending on the role.

## Our Values



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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.

## 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](#)

## Our Diversity, Equity and Inclusion Statement

- At Tour Partner Group, our values of **Partnership, Respect, Inspiration and Passion** guide everything we do. We believe that travel is about **connection, discovery and shared experiences** – and that **begins within our own teams**.
- We are committed to building a workplace where everyone feels **valued, respected and inspired** to contribute their best. We encourage applications from individuals of every **background, culture, identity, ability and life experience**.
- Our aim is to make opportunities accessible, ensure decisions are fair and provide the resources each colleague needs to grow and succeed.
- By living our values and embracing **diversity**, practising **equity** and nurturing **inclusion**, we strengthen not only our business but also the partnerships and communities we serve.

## How to Apply

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



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from you!

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

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

[www.tourpartnergroup.com](http://www.tourpartnergroup.com)

