

## **DIGITAL MARKETER RUBICON 3 ADVENTURE**

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### **Introduction**

Run your own marketing operation and be at the centre of an adventure travel company running high profile expeditions to Svalbard, the Caribbean and everywhere in between. If you're looking for a really hands-on opportunity with the analytical and creative freedom you've always dreamt of – if you're wanting the opportunity to show people what you can do and to make a really big impact in the marketing world – then this is your chance to shine. Real freedom, real scope to do and achieve. Be one of the driving forces behind what happens next with Rubicon 3.

### **Rubicon 3 adventure overview**

Rubicon 3 runs sailing adventure holidays in some of the world's most remote and beautiful locations. These include Svalbard, the Caribbean, Morocco, the Azores and more. Each 60' yacht is run by a professional skipper and mate and has up to 9 paying customers, quite a few of whom may be sailing for the first time. They have come together to take part in a big adventure and discover a bit more of the world and themselves.

### **Job summary**

Our Digital Marketer will be responsible for growing our online business. Working across all digital disciplines, you will be focused on increasing online sales through planning, creating, launching and optimising efficient and effective digital marketing activity. This is a hands on, stand alone role, using agency support where necessary, so is ideal for someone bursting with ideas, experience and skill, with a love for adventure, who wants a platform to be able to get on and show the world what they can do. There is the opportunity for travel to exciting countries such as Morocco, Svalbard and the Caribbean. There is no need to be a sailor but a willingness to go for a sail at times to capture content would be useful.

### **RESPONSIBILITIES INCLUDE:**

#### **Multi media web content**

You will be responsible for the overall look and feel of the Rubicon 3 website, ensuring it is compelling, accurate and effective. You will be working with our coder and outside agencies where required to achieve this. You will also be producing and/or overseeing the production of content such as blogs, vlogs and podcasts, capturing the fun and adventure from our sailing expeditions. This could include flying out to the yachts from time to time in various locations around the world and interviewing customers and sailing staff and turning this into compelling online content.

#### **Social media**

We have an active social media presence and you will need to generate increased numbers, interaction and sales through our content. You will need to plan and execute activity to generate excitement and engagement across Facebook, Twitter, Insta and other platforms.

#### **Advertising**

You will be responsible for the planning and execution of effective online advertising, including display and copy. Using a technical agency if and where required, you will ensure that our activity is cost effective and drives sufficient awareness and sales to meet objectives.

### **User experience (UX) and conversion rate optimisation (CRO)**

All Rubicon 3 online content should have superb UX and CRO. It is your role to plan and prepare this and ensure high quality execution, using external agencies if and where required. You will be constantly working on testing, design and feeding the results into our main online activity.

### **Search engine optimisation (SEO) and web content**

Develop, plan and execute our search engine optimisation (SEO) and website content programme. Set goals and assume responsibility for the ongoing publishing and optimisation of our web content to achieve effective search engine ranking.

## **SKILLS & EXPERIENCE**

### **Essential: Design & creativity**

You need to have a really good eye for what is effective design and what is not. Ideally, you have the skills to do much of the work yourself, but if not you need to be able to work well with an exterior designer / agency to produce effective content. A great deal of what Rubicon 3 will be doing is conceptual and new, so you need also to have a creative aspect to your thinking.

### **Essential: Copywriting**

You must have excellent written English and be able to write pithy, compelling and grammatically correct copy.

### **Essential: PPC advertising**

You need to have the skills and experience to design and produce adverts (copy and display) and work with an agency to run them in an effective programme that drives suitable traffic and sales. You will need to be able to report on effectiveness and constantly work to improve the campaign's performance.

### **Essential: SEO**

You need to have a really good understanding of SEO and how to drive page rankings through the use of targeted copy, video, landing pages, short and long tail search terms, backlinks and the building of page authority. You should have solid experience of some of the key SEO programmes such as Google Analytics, Moz, Ahrefs or others.

### **Preferred: UX and CRO**

Ideally you will have really solid experience of UX and CRO testing and analysis and have a strong handle on what is best practice. You should be well practiced with the management and use of analytical tools such as Google Analytics & Search Console, Hotjar and / or other analytical software

**Preferred: Photography & video editing**

The ability to take some great photos and video and then edit them ready for use online would be a huge advantage. Training in video editing and programmes such as photoshop can be arranged if required for the right candidate.

**THE OTHER BITS....**

Rubicon 3 is on an exciting journey as we build and develop our online activity. For a marketer with talent, skill and experience who wants to operate outside of the usual corporate environment and be given the scope to achieve great things, this really is an amazing and unique role. You do need to be a self starter and able to get on and make stuff happen.

The location of this role is flexible. Ideally you could come to Portsmouth a few days a week, but for the right candidate this could be flexible and partly home / remote based with intermittent travel to Portsmouth. We are really focused on our staff being able to manage work and home life, so hours can be flexible and school runs and such like can be accommodated.

**End**

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