

Marketing Manager | Cruise OTA (f/m/x)

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Company: Dreamlines GmbH

Location: Australia

Category: other-general

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Australia: work from home

Dreamlines is the market-leading online cruise travel agency in Australia. Our main brands, CruiseAway and Cruise1st, have been operating in Australia for more than 15 years and continue to show incredible growth. As part of the Global Dreamlines and Cruise1st group, which is active in 4 countries around the globe, we aim to be the world's best place to book perfect cruise experiences.

We are currently looking for a Marketing Manager to join our Australian-based marketing team. You will build and operate the most efficient Product and Marketing distribution strategy, maximising customer engagement and recurrent customer revenues.

Key Tasks & Responsibilities

Plan, develop and execute with our print, press, offline, social media and partnership marketing campaigns and constantly test new variations of advertisements.

Assemble performance reporting on the marketing ROI of your campaigns, test and optimize new iterations to increase profitability and decide upon the future distribution of allocated funds.

Expand our marketing partner network to attract new customer segments and launch acquisition campaigns.

Working closely with our product and commercial teams on strategy and selection of products offered via different marketing channels.

Update and maintain a "Marketing Calendar" file showcasing industry events, program launches, special promos etc.

Relationship management of external agencies/suppliers to increase performance and cost efficiencies.

Direct contact and collaboration with cruise line marketing teams.

Develop new partners and channels to maximize the return on the investment of the marketing funds.

Our requirements

Several years of experience in marketing management functions.

Complete and thorough knowledge of the Cruise industry in Australia.

Deep understanding of KPI-based marketing campaign management and a high level of analytical capabilities.

Hands-on experience to create, develop, execute, and analyse print, press, TV, social media and 3rd party marketing campaigns.

Proven success in creation and execution of product/event focused marketing plans.

A KPI-focused mindset and steering marketing by the numbers.

Strong interpersonal and relationship management skills.

Strong proficiency skills in Excel.

Native level of English (written, verbal).

Our Offer

An international and dynamic company culture

Responsibility from Day One in a motivated team

Working from home

Flexible working hours

Travel benefits and discounts

Regular company and team events

Sydney, Varsity Lakes, Australia, Marketing, Full-Time

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