



Job Description

Associate Digital Marketing Changemaker

Type of Contract	Full-time
Length of Contract	Join us for six months with the intention of progressing to permanent employment
Start Date	1 st Sept 2023 or sooner
Location	<i>Barcelona or potentially remote</i>

Overview Organisation	<p>The Global Destination Sustainability Movement is a collaborative platform that acts to catalyse transformation in the tourism and events industry by engaging, inspiring, and enabling destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in.</p> <p>We seek to accelerate the transformation from "destination marketing at whatever cost" towards destination management and stewardship that offers shared value. Our mission is to promote and develop regenerative and circular strategies, skill sets and mindsets that will enable destinations of the future to thrive.</p> <p>At the core of the GDS-Movement is the Global Destination Sustainability Index; the world's leading sustainability benchmarking and performance improvement programme for destinations and their visitor economy.</p> <p>We are a passionate, dynamic, and growing global team, totally committed to building a regenerative visitor economy. We love time in nature, a healthy work-life balance, laughing, and living life to the full. Find out more at www.gds.earth</p>
Job Objective	<p>We are looking for an aspiring Changemaker to join our team. Are you passionate about sustainability and regeneration? Are you keen to work with a lively group of driven and dedicated consultants who want to change the world?</p> <p>As one of our Changemakers you will be a key part of the GDS Communications team, tasked with providing content and support to the marketing manager and GDS-Movement consultants.</p> <p>We are seeking a highly skilled and motivated Digital Marketing Specialist to join our team full time. As a Digital Marketing Specialist, you will play a crucial role in managing our website, handling social media accounts, and utilising HubSpot for data management and email building. The ideal candidate will have a strong background in website management using WordPress, a deep understanding of social media management, and expertise in leveraging HubSpot for efficient data management and email campaigns.</p>

Main Responsibilities	<ol style="list-style-type: none"> 1. Website Management: <ul style="list-style-type: none"> ▪ Manage and update our website using WordPress, ensuring the website's functionality, performance, and user experience. ▪ Collaborate with cross-functional teams to develop and implement website enhancements, including design changes, content updates, and optimization strategies. ▪ Monitor website analytics and utilise data to identify areas for improvement, such as increased traffic, engagement, and conversions. 2. Social Media Management: <ul style="list-style-type: none"> ▪ Develop and execute social media strategies to enhance brand visibility and engagement across various platforms. ▪ Create and curate engaging content, including text, images, and videos, tailored to different social media channels. ▪ Monitor social media performance, track key metrics, and provide regular reports to identify trends, opportunities, and areas for improvement. ▪ Engage with the audience, respond to inquiries, comments, and messages in a timely and professional manner. 3. HubSpot Data Management and Email Building: <ul style="list-style-type: none"> ▪ Utilise HubSpot to manage and analyse customer data, segmentation, and lead generation. ▪ Create and optimise email marketing campaigns, including building email templates, writing compelling copy, and monitoring performance metrics. ▪ Collaborate with the marketing team to develop effective lead nurturing and customer retention strategies using HubSpot's automation capabilities. ▪ Regularly clean and update the customer database, ensuring data accuracy, compliance with privacy regulations, and effective targeting.
Reporting	<ul style="list-style-type: none"> ▪ Internally, the Digital Marketing Changemaker will report to the Marketing Manager and Operations Director during the internship.
Skillset Requirements	<ul style="list-style-type: none"> ▪ Energy, knowledge, and drive to create communication materials that support the aims of the GDS-Movement and its business pillars ▪ The ability and self-discipline to work remotely and collaboratively to deliver great communications. ▪ A strategic thinker and problem solver ▪ Time-management- and deadline-focused ▪ Detail-oriented, with strong organisational and time management skills to handle multiple projects and meet deadlines. ▪ Studying to complete or graduated with a master's degree in marketing, events, sustainability, or the social sciences.
Specific Technical Skills	<ul style="list-style-type: none"> ▪ Proven experience in website management using WordPress, including content updates, design changes, and optimisation. ▪ Proficient in social media management across major platforms, with a demonstrated ability to develop engaging content and grow audience engagement. ▪ Strong expertise in utilising HubSpot for data management, lead generation, and email marketing campaigns. ▪ Familiarity with website analytics tools and ability to utilise data to drive decision-making and continuous improvement. ▪ Excellent written and verbal communication skills, with the ability to create compelling content for different digital channels.

	<ul style="list-style-type: none">▪ Knowledge of current digital marketing trends, best practices, and emerging technologies.
Additional Requirements	<ul style="list-style-type: none">▪ Fluency in written and spoken English, with advanced French, Spanish, or German highly desirable.▪ A portfolio demonstrating both your excellent management skills and your coherent, on-brand, B2B copywriting swag▪ Demonstratable commitment to sustainable practices and regenerative philosophies.
Salary	<ul style="list-style-type: none">▪ 1000€/month for 40-hour weeks
Travel	<ul style="list-style-type: none">▪ You will be required to travel to Barcelona and other destinations occasionally