



Senior Email Marketing Executive

Job Description

Founded in 2012, Yellow Zebra Safaris (YZ) is a multi-award-winning safari company based in Kingston-upon-Thames. YZ specialises in luxury trips across 'Safari Africa' and we have been voted Europe's Leading Safari Tour Operator at the World Travel Awards eight years running. In early 2021, we merged with Southern Africa's Wilderness, a company we've admired for years. We are still independent and sell a full range of camps and lodges.

We are looking for a skilled Senior Email Marketing Executive to join our friendly and ambitious team. This is a new role created to expand and maximise our email marketing strategy, going forward from a client's initial point of contact with us through to after they've travelled and beyond.

Key responsibilities:

- Manage and build overall email marketing strategy with lead generation in mind
- Create and maintain email campaigns and data lists
- Ensure we're at the forefront of journey mapping, audience segmentation, campaign planning, A/B testing, and automation
- Identify areas of the customer journey, and analyse CRM data, to develop email campaigns (post enquiry, post booking, post travel, etc.)
- Work closely with marketing and product teams to drive email strategy
- Build and design email templates that work across devices
- Ensure QA processes are followed and campaigns are successfully delivered
- Develop documentation and roadmaps for processes and testing.

Preferred Experience

- At least 3 years' hands-on email marketing experience (preferably Mailchimp)
- Travel industry experience preferred
- Strong analytical skills with the ability to interpret and communicate data
- Strong knowledge of email marketing compliance regulations
- Strong copywriting skills and ability to select excellent imagery
- Confidence and a polite manner for liaising with staff and suppliers
- Excellent attention to detail.

Benefits

- Salary up to £30–35k per annum, dependent on experience, plus bonus
- Total 25 days' leave per annum, plus bank holidays (rising with long service)
- Workplace pension scheme with statutory company contribution
- Fun, supportive working environment with a lovely team and frequent staff social events.

Potential candidates should send their CV and a covering letter to:
careers@yellowzebratravel.com