

Job Description

Job title:	Online Performance Marketing Specialist - PPC
Reporting to:	Head of Performance Marketing
Location:	London (Farringdon station)

HouseTrip.com is an award-winning start-up that's making hotels history. We're Europe's largest holiday apartment booking website, and we're growing like crazy. Our clever guests have realised that for the price of a tiny, soulless hotel room they can have an entire house, or apartment, or castle, or boat... We give them over 10,000 choices in hundreds of destinations across the world, many with unbiased reviews from previous guests – and the list is growing every day.

Our guests love that a HouseTrip is an authentic trip, allowing them to live like the locals do. They can shop for produce at the markets and whip up a feast in their very own kitchen, or even put a load of washing on. Plus, our guests feel secure knowing that with HouseTrip, their money is safe every step of the way. They use their credit card to pay online using our secure system, just like they would a hotel room, and they never have to worry about phantom lettings, because we're scam free. It's a revolution!

Job overview

Today we are looking for an Online Performance Marketing Specialist – Host Acquisition.

The primary responsibility is to support the Performance Marketing Manager in planning, implementing, analysing, developing and optimising HouseTrip's Host digital marketing campaigns. This role will mainly focus on HouseTrip's paid search & display activities based on the business's property acquisition targets and the performance marketing strategy. The role will also be expected to provide actionable insights and recommendations on how to improve performance for these channels.

This will include implementing host acquisition campaigns across an ever-growing range of destinations and in a range of different languages (English, French, German, Spanish). The role will work on the supply side by implementing host acquisition campaigns in order to grow the property inventory in key target regions so that the guest acquisition team can leverage guest demand in these areas in a sustainable manner.

The role will also be involved in implementing and optimising an ongoing testing & optimization cycle in order to push volumes and improve host cost per acquisition.

The core requirements for this role are a strong analytical mindset and approach, a desire to learn from and be involved in a fast growing digital start-up. Digital marketing experience would be an advantage but we will consider applicants who can demonstrate a strong analytical mindset.

Responsibilities

1) Building new host campaigns

A large part of this role will be focused on researching qualified keyword lists and keyword mining while also identifying better host targeting methodologies and building our various acquisition channels in order to capture more qualified leads from our target territories. This will involve researching keywording and building creative across our different language sites and targeting various geographical regions. Display activities will also be developed in order to reach a qualified audience and increase volumes into the website.

Our host acquisition campaigns are developed using a combination of channels. This activity will be built around identifying our key host targets and exploiting these by building inventory rapidly and ensuring that the inventory is of a high enough quality.

The role will also be responsible with liaising with the business development and guest acquisition teams in order to co-ordinate these various activities and ensure that we maintain a continuous cycle of host and guest acquisition in key target markets. A prioritised list of target areas will be developed and agreed with the Performance Marketing Manager in order to ensure that volumes are being scaled appropriately to meet HouseTrip's ambitious acquisition targets.

Concrete examples of tasks involved:

Researching keyword lists in different languages and territories

Writing and optimising search creative in different languages

Developing and maintaining content network campaigns

Adding new destination campaigns as and when appropriate

2) Optimising existing campaigns

Beyond building our keyword list and developing our display activities this role will also spend a large amount of time supporting the continuous testing and optimisation of all HouseTrip's host acquisition campaigns.

This will involve drafting new text & display creatives and testing these in a consistent way, implementing learned best practices across accounts. Landing pages will also be developed and tested for improved conversion rate.

A clear optimisation schedule will be developed by the Online Performance Manager in order to ensure that our volume building activities are delivering optimal profitability and that learnings are continually being applied to our accounts and across the team.

Concrete examples of tasks involved:

Optimise and test new ad copy

Get new creative designed and tested

Optimise and test creative

Build & Test new landing pages

Test and report on new optimisation & targeting strategies

3) Reporting on performance

KPI reports will be generated on a daily/weekly basis and reviewed with the Performance Marketing Manager in order to assess opportunities/issues and deliver a clearly prioritised task list reflecting HouseTrip's commercial targets. Performance of HouseTrip's marketing channels will be analysed in conjunction with business intelligence in order to assess upcoming opportunities.

The Online Marketing Exec will work with the Performance Marketing Manager in order to identify opportunities and agree on key areas requiring attention.

Concrete examples of tasks involved:

Daily/weekly KPI report review with the Performance Marketing Manager

Daily/Weekly Prioritisation of workload in line with targets and opportunities

The ideal candidate will

Have a strong & demonstrable understanding of data analysis

Have an understanding of online marketing principles

Have an understanding of the digital environment and E-commerce

Be comfortable with online reporting tools and tracking methodology

Have a strong can-do attitude

Have a good commercial sense and be able to spot & exploit opportunities in a pro-active manner

Want to gain experience of working in a multinational / multilingual pan-European internet business

Have an advanced knowledge of Microsoft Excel

Have a personal interest in travel

Be ready to work in a fast-paced and highly ambitious company

Be able to build rapport in cross-functional teams

Required skills / education

Fluent written/spoken English and at least one other European language, preferably French, German or Spanish (essential)

Degree in relevant area

Profile:**Marketing & Analytical Mind****Personal Effectiveness****Relationship Building**

To apply, please send your CV (ref: Performance Marketing Analyst) to Sandrine Inaudi -Talent Manager, recruitment@housetrip.com.