

Role Profile

DIGITAL MARKETING EXECUTIVE

Reporting to:	Digital Marketing Manager
Location:	Jersey (preferred) or UK
Contract:	Full Time Permanent
Residence qualification:	Entitled or Entitled for Work

About the role:

Since 2015 Visit Jersey and its team of passionate strategists, storytellers, business analysts and destination marketers have been working together to make the world fall in love with Jersey.

As the official tourist body for the Government of Jersey, our mission is to promote tourism to and within Jersey in an innovative, economic and efficient way to deliver on our vision of a vibrant, sustainable, tourism industry. To ensure tourism thrives we work in partnership to build the sector's successes and secure a sustainable future for our tourism businesses and for our visitor experience.

The Digital Marketing Executive is responsible for the day-to-day delivery and implementation of Visit Jersey's digital activity — spanning website content management, SEO, AI marketing, email marketing, digital reporting, media asset management and budget administration.

The role reports to the Digital Marketing Manager and is part of the Marketing team, led by the Head of Marketing & Communications. The position requires someone who is organised, detail-oriented and comfortable working across multiple priorities. The ideal candidate brings a practical understanding of digital channels, a data-driven mindset and a genuine interest in travel and destination marketing.

Key responsibilities:

Website Content Management

- Manage day-to-day updates to jersey.com, ensuring accurate, timely content and site health
- Build and update pages using WordPress, following SEO and GEO best practice and brand guidelines
- Liaise with internal and external partners regarding technical updates, new functionality and UX improvements

SEO

- Involvement with on-page SEO and GEO across the website, including title tags, meta descriptions, heading structures and internal linking
- Conduct regular keyword research and content gap analysis using SEMrush and Google Search Console
- Monitor organic performance, flagging issues and opportunities to the Digital Marketing Manager, and keep pace with evolving best practices, including AI-driven search features

Email Marketing

- Plan, build and deploy Visit Jersey's consumer, trade and industry email newsletters, continuously optimising for strong open and click-through rates
- Manage the email database, maintaining list hygiene, segmentation and compliance with data protection regulations
- Report on email marketing performance, identifying trends and recommending improvements

Reporting & Analytics

- Produce regular digital performance reports, covering website, email and SEO metrics
- Support the Digital Marketing Manager in preparing reports for internal stakeholders and board-level audiences, ensuring data is accurate and clearly presented
- Monitor key KPIs and flag anomalies or performance shifts in a timely manner

Budget Administration & Finance Processing

- Raise purchase orders and submit invoices for digital activity in line with internal finance procedures
- Maintain up-to-date budget trackers for digital activity and support with budget reconciliation, flagging variances to the Digital Marketing Manager and Head of Marketing & Communications

Media Asset Library

- Manage and maintain Visit Jersey's digital media asset library, ensuring assets are well-organised, tagged and easy to locate
- Oversee and manage the upload of new photography, video and brand assets, working with the wider team on content capture opportunities

General Digital Marketing Activity

- Stay informed on digital trends relevant to tourism and destination marketing, sharing relevant insights and ideas with the team
- Support the evaluation and onboarding of new digital tools and platforms
- Assist the wider marketing team with digital content requirements as needed
- Contribute to the digital team's broader planning and strategy conversations



Please note: the above is not exhaustive. Visit Jersey employees are expected to be flexible and may be asked to take on additional responsibilities in line with the organisation's needs.

Knowledge, Skills & Experience

- Preferably a minimum of 1-2 years of experience in a digital marketing role, either in-house or agency-side (experience with travel-related or hospitality brands preferred, but not essential)
- Basic experience of AB / split testing
- Hands-on experience managing a CMS (WordPress preferred)
- Working knowledge of SEO principles and familiarity with tools such as SEMrush, Google Search Console or similar
- Experience building and deploying email campaigns, with a good grasp of deliverability and list management (experience with HubSpot preferred)
- Confident using Google Analytics 4 for performance analysis and reporting
- Strong attention to detail, particularly when managing content, budgets and data
- Good written English with the ability to write for the web: clear, on-brand and optimised
- Basic understanding of HTML/CSS for email or web editing purposes

Attributes & Ways of Working

- Methodical and organised, with strong follow-through on tasks and ability to work on multiple projects simultaneously
- Comfortable working in a small team where ownership and initiative are expected
- A collaborative approach — willing to support colleagues across the wider marketing team
- Curious and keen to keep learning, particularly as digital tools and channels evolve
- High personal standards when it comes to accuracy and quality of output