

DIGITAL ROCKSTAR

ONLINE MARKETING OFFICER

TOURISM GROUP AMSTERDAM

WE ARE

Tourism Group is a fast-growing, leading organization in Urban Tourism in Amsterdam with a history going back over 30 years. It all started with the local iconic ticket selling company Tours & Tickets and grew from single-ticketing to a company with a diverse portfolio of excursions, museums, canal cruises and attractions and now has over 700 employees. With omni-channel ticketing and owned-content strategy.

Our head office is located in the heart of Amsterdam, a stone's throw from Central Station. Here, you will be working with passionate colleagues from all over the world. We have offices, stores, museums and attractions in and around Amsterdam, where we create an amazing experience for our guests and turning a city trip into a beyond expectation experience. Our next step is to take our online brands and e-commerce channels to new levels.

Get in touch with Nanda or Nanne for a quick chat or your first interview with an espresso or fresh ginger tea.

CONTACT

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HR Director

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Marketing Director

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YOUR CAREER

The term Online Marketing Officer might be a little misleading, we're actually looking for a Digital Rockstar. You have experience in building online brands, rock the digital field and know how to manage the band (a.k.a. the Online Marketing team). In this role you'll be responsible for the development and implementation of the online strategy for the Tourism Group brand portfolio (e.g. Tours & Tickets, LOVERS Canal Cruises, CityTours and Amsterdam Icebar).

You will also manage the planning and budgets for your department. Making sure we reach and service our (potential) customers through organic and paid channels and converting them into brand ambassadors. You're responsible for monitoring and reporting. This means managing the dashboards, always turning digits into opportunity and inspiring the board of directors with new valuable insights.

Last, but certainly not least, we're on a quest for a colleague with a positive mind and spirit of a true entrepreneur. You are always striving to win and not afraid of challenges. You're down to earth and always keen on celebrating success with your team.



YOUR RESPONSIBILITIES

- **Managing the Online Marketing team and helping others grow.**
- **Developing the Digital Strategy for the Tourism Group brand portfolio (15).**
- **Building strong, game changing, online brands.**
- **Growing e-commerce across brands with optimal acquisition, conversion & relation strategy.**
- **Staying ahead of the game by innovating our digital activities.**
- **Improving the business with data driven actions and agile ways of working.**



YOUR SKILLS

- **HBO/WO Degree.**
- **Knowledge of product and systems of all paid-traffic channels.**
- **A middle name called 'structured'.**
- **A creative mind and never-give-up mentality.**
- **Excellent knowledge on SEO & SEA strategies.**
- **An analytical mind that doesn't just report, but always connects the right dots in order to find serious threat or awesome opportunities.**
- **CMS systems experience.**
- **Google Tag-Manager skills.**
- **Website development skills (UX-understanding).**
- **Knowledge on Tooling systems.**
- **Experience with agile ways of working.**
- **Experience in programmatic, automated & drip-campaigns.**
- **Social Media Minded.**
- **3 - 5 years experience in online marketing.**
- **Experience in managing multiple accounts and stakeholders at the same time.**



OUR SKILLS

Beyond a good salary, additional bonus and discount to all your favorite city experiences, working at Tourism Group brings many opportunities. How about working at one of the fastest growing businesses in tourism, a dynamic and inspirational environment, a large and diverse brand portfolio, lead and inspire a diverse team of online talents, room for education and innovation... and awesome colleagues to have fun with at one of our own bars, just around the corner.