

DIGITAL MARKETING REVENUE SPECIALIST

Unique opportunity to join the leading international travel business

Location: Rimini

Company: Easy Market SpA part of Hotel Beds Group

Business Area: Marketing Department lol.travel

Function: Digital Marketing Revenue Specialist

Reporting to: Head of Marketing Department

Contract Terms : based on experience

WHO WE ARE

We believe that everyday is the right day to travel and that's why we proudly work to make traveling a little bit more easy, affordable, inspiring and social.

lol.travel is an international **Online Travel Agency** based in Rimini (Italy) with over 300.000 hotels, scheduled and low cost flights from 600 airlines at the best prices, exclusive packaged holidays and many special offers.

The portal was launched in Italy 2013 and since then it has grown to cover 70 countries including Italy, Spain, United Kingdom, France, Germany Eastern Europe, Scandinavia, South America, USA, Canada, China, Middle East Countries and many others.

lol.travel is part of **Hotelbeds Group**, a global distributor of accommodation and ancillary products to the world's travel trade (+25 Million roomnights, +120 Source Market, + 185 Destination Countries, +35k Travel Distributors).



WHO WE LOOK FOR

We're looking for a **Digital Marketing Revenue Specialist** who will play a key role in developing and executing digital marketing strategies that drive traffic, revenue, customer acquisition, and customer retention on lol.travel website. You'll be responsible for the implementation, execution and reporting of digital marketing campaigns and will collaborate with internal and external partners. You'll stay current on digital marketing travel industry best practices, as well as identify new betas and innovations that propel growth.

WHAT YOU'LL DO:

- Setup, test, and launch online marketing campaigns for flights and hotels metasearch
- Optimize campaigns to KPI and budget targets
- Continuously optimize and communicate critical performance metrics
- Manage commercial relations with key partners
- Develop and manage relations with influencers
- Recommend new ideas and innovations to grow and improve site/store traffic and revenue, driven from research, competitive intelligence and analytics Recommend process improvement techniques for improving workflow.

WHAT YOU'LL NEED

- 2+ years of affiliates and metasearch engine marketing experience (flights, hotels)
- Familiarity with bid management and web analytics tools. Experience with tag management tools a plus
- Excel wizardry skills - pivot tables, vlookups
- Fluent in English
- Bachelor's degree in Business, Marketing, or quantitative discipline

HOW TO APPLY:

Send CV to joinus@easymarket.travel

