

DHARMA

MARKETING MANAGER

Based: Remote

Reporting to: CEO

Start date: ASAP

ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience.

DHARMA is a fast-growing, travel-tech startup based in London, UK and Abu Dhabi, UAE. Our innovative business model creates, builds, launches, and operates private-label travel brands for the world's most iconic people and brands. We are proud to have happy clients across a range of industries from best-in-class fitness companies to A-list celebrities. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.

JOB OVERVIEW

The Marketing Manager will power the business forward by developing and executing brilliant marketing strategies for the travel brands in our portfolio across multiple categories. The successful candidate will be responsible for initial strategy development through to travel brand launch and beyond, leveraging deep digital marketing expertise to ensure all brands exceed their sales objectives. Highly collaborative, creative, data-driven, and analytical, the Head of Marketing will work closely with founders to drive business growth and ensure revenue targets are met.

RESPONSIBILITIES

- Own the company's most important KPI: gross revenue
- Work closely with founders to bring to life the marketing vision for all DHARMA travel brands
- Develop, implement, and own comprehensive marketing and communications strategies, go-to-market strategies, and execution timelines for all travel brands in our portfolio
- Lead brand activation campaign ensuring flawless execution and seamless project management

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- Articulate future-forward distribution strategies for all of our brands
- Preparing and managing monthly, quarterly and annual budgets
- Develop strong strategies and execution plans for ancillary revenue streams, including merchandising, FIT, and marketplace
- Identify opportunities to reach new market segments and expand market share
- Oversee the development and execution of the overall look and feel of all brands in our portfolio including copy, web, social, and visuals to ensure brands are designed for success
- Build out the marketing team, identify talent needs, hire, and manage a high-performing team
- Be the primary internal point of contact for all PR initiatives
- Continuously provide innovative ideas to grow the strength and reach of the brands
- Oversee the DHARMA brand, including ownership of all social channels

QUALIFICATIONS

- Experience creating and executing a strategic marketing mix including content strategy, affiliate marketing, referral marketing, influencer marketing, PR, paid (inc. GDN), and CRM
- Ability to manage multiple projects simultaneously across highly diverse categories, from sport to fashion, cannabis to art, as well as differing product tiers such as luxury and mid-range
- Self-motivated and tenacious, with strong communication skills, an entrepreneurial spirit, and desire to exceed targets
- Out-of-the-box thinker with proven experience generating diversified ancillary revenue opportunities from merchandising to content creation and beyond
- Extensive experience managing and marketing talent / influencers and proven experience creating long-term social strategies that exceed objectives
- Proven track record of excellence working with top lifestyle brands
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, and social media campaigns
- Ability to step in creatively as needed, utilizing strong visual perspective and writing skills to lead and support
- Proven leadership ability and experience setting successful team objectives
- Digitally savvy and socially minded, able to assess future trends in digital technologies and act proactively

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- Meticulous organizational skills, high attention to detail, and the ability to multitask
- Ultra-polished written and verbal communication skills
- Experience in a fast-paced, dynamic start-up environment
- Sophisticated traveler with impeccable taste

HOW TO LEARN MORE

Thank you for your interest in DHARMA. We genuinely appreciate your enthusiasm.

To apply for this position, please send us your résumé and cover letter. Feel free to submit the form linked [here](#) or send us an email at jobs@seekdharma.com. Our hiring team will be in touch within five working days to update you on the status of your application.