

Job Title: Brand Manager – European Study Tours

Reporting to: Senior Brand Manager

Main purpose of the role

To support the delivery of the brand plan for European Study Tours, this role involves developing, managing, and executing marketing activities to achieve commercial metrics such as market share, revenue, and margin, working closely with the Senior Brand Manager to recommend strategic marketing plans, and conducting market, competitor, and customer analysis to influence brand strategy and product recommendations while evaluating multi-channel campaigns and providing key insights.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future, and we take great pride in matching your hard work with a promise to look after you and your career.

Responsibilities

Work with the Senior Brand Manager to develop and successfully activate the European Study Tours brand plan

- Contribute to the communications strategy for the respective market and brands, helping to define the audience and customer needs by product group, recommending media/channel mix to leverage target audience reach against all shared channels.
- Assist the Senior Brand Manager on marketing initiatives to generate brand awareness, build lasting relationships with the target audience, and develop customer loyalty.
- Assist the Senior Brand Manager with implementing the brand positioning of the respective PGL Beyond brands in the market. Representing the brand positioning in all conversations/meetings internally & externally

Deliver successful multi-channel marketing campaigns which drive engagement and grow our audience to agreed timescales, budget and brand guidelines

- Conceptualise, create, and execute marketing campaigns with support from the assistant brand managers, graphic designer, insight, digital, and product teams.
- Support the assistant brand managers in campaign development and create comprehensive campaign briefs.
- Write copy adhering to brand guidelines and develop and implement marketing initiatives, including direct mail and digital campaigns, including email.
- Ensure consistent campaign messaging across all channels, update content for social media, websites, and online quote and booking forms.

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- Measure, evaluate, and report on marketing activities, proposing and implementing solutions to enhance efficiency and optimisation, collaborate with the digital team to create and monitor digital content, manage brand responses, and oversee competitor social monitoring while briefing the digital team on content activation aligned with branded advertising campaigns.

Gather and interpret market data and customer insight

- Gather and analyse market data, competitor insights, and customer feedback to inform brand and product recommendations
- Work with the product team on competitor pricing reviews and assist the Senior Brand Manager in proposing pricing and promotional strategies.
- Support market research initiatives by contributing to projects and collaborating with external consultants and experts to enhance research efforts.

Work closely with PGL Beyond Product in the delivery of product plans and initiatives.

- Work with Product Managers to ensure the brand meets its product targets effectively.
- Develop, execute, and assess Go-To-Market plans for new products.
- Serve as subject champion for specific product groups, supporting the product manager and Senior Brand Manager in devising market-specific product strategies and maintaining current, relevant product content on internal systems.

Build relationships internally and externally to deliver plans and meet customer needs

- Foster strong relationships with stakeholders (e.g. digital, product, insights, commercial, operations, and centres etc).
- Establish a network of consultants for market-specific insights, cultivate partnerships with external market sector experts, and manage agency relationships as needed for brand initiatives.

Additional Responsibilities

- Provide support to Marketing team members and the wider business as needed, participating in temporary or ad hoc activities or projects to advance business objectives.
- Travel for business, including overseas trips and overnight stays, to facilitate key role objectives such as photography, exhibitions, and the development of product and customer insights.

Useful Information

Our Customer Engagement function is transforming to better position us to assist the business as we move into the future. As such, our roles are likely to evolve. Therefore whilst this job description provides an overview of the main duties, it is not intended to be exhaustive and

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it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

Education, Experience & Achievements	Essential	Desirable
Grade C or above in GCSE English and Maths or equivalent/higher level qualification	✓	
Professional qualification in marketing / or marketing-related undergraduate/post graduate study	✓	
4+ years previous experience within a marketing, product marketing or communications role	✓	
Market research experience		✓
Print & fulfilment management experience		✓
Experience of working with marketing and/or design agencies		✓
Dot digital platform experience (or other email marketing platform)		✓
Education Sector Travel Industry or mainstream travel or education experience		✓
Market, competitor, customer insight experience	✓	
Brand identity and brand positioning experience	✓	
Email marketing experience	✓	
Campaign development (concept to execution) and management experience	✓	

Skills & Knowledge	Essential	Desirable
Creative Design skills (Adobe)		✓
IT Literate with knowledge and experience of using MS products (Word, Excel, Outlook, Teams, PowerPoint)	✓	
Financial awareness	✓	
Ability to manage multiple projects concurrently	✓	
Strong analytical skills	✓	
Commercial awareness	✓	
Creativity skills	✓	
Exceptional written communication skills, with copywriting, storytelling and content creation experience	✓	

Personal Attributes	Essential	Desirable
Delivers an exceptional customer experience, Identifies and seeks to understand customer requirements	✓	

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Actively seeks customer feedback and uses it to improve the customer experience	✓	
Works co-operatively internally and externally to achieve common goals. Contributes positively to tasks, projects and meetings	✓	
Works to create and maintain a culture of mutual support. Recognises and acknowledges the contribution of others	✓	
Produces quality work within budget which consistently meets due dates and deadlines	✓	
Produces realistic work plans which focus on the achievement of defined outcomes, goals or performance targets	✓	
Makes sound decisions based on knowledge, experience and available information	✓	

Additional requirements	Essential	Desirable
Enhanced DBS check	✓	
Full UK drivers licence		✓

Additional information

Environmental & Social Governance (ESG)

You are required to uphold and champion our Better Beyond Adventure Environmental Social Governance strategy whilst assisting our B Corp certification.

This requires personal, departmental and company-wide level participation through ongoing engagement in discussions and decision-making around ESG, upholding company and department ESG goals and targets in your role as an ally.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to appreciate how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be assisting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern.

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Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

‘Lend a Hand’

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don’t usually work alongside in a job role other than our own, whilst also providing valuable help to our centres at times when they need it the most.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 10/12/2025.