



## MARKETING DIRECTOR - REALITY TOURS & TRAVEL

### Location

Mumbai, India (with occasional travel to Delhi)

### Period of engagement

Start date is flexible but would ideally be in February (with a month-long period of overlap with our current Marketing Director). We require a minimum commitment of 2 years.

### Position Overview

Reality Tours and Travel (RTT) is one half of a dynamic social enterprise that aims to raise awareness and resources to address social issues facing disadvantaged communities. The organisation is most well-known for its slum tours of Mumbai and Delhi, which highlight the small-scale industries and community spirit in its residential areas and dispel myths about the realities of urban slum life.

80% of the profits from the tours go to support the social work undertaken by sister organisation Reality Gives - an NGO which runs and supports educational and other projects to improve the lives of our communities.

RTT has generated an enormous amount of publicity and goodwill (see details below). Our goal is to support responsible tourism like this across India and possibly beyond and we are looking for a dynamic and visionary leader to make this happen.

Currently, most of the organisation's turnover is generated in Mumbai, where you will be based but we are also growing and developing in Delhi, where the CEO is based.

You will be part of a young, international organization and should bring a sense of passion and enjoyment to your work, have a dedication to social change, be able to work well with people of all backgrounds, and be prepared to bring a hands-on familiarity to all aspects of the business.

The role is a long-term, salaried position. The successful candidate will be a key part of the company's continued growth and development. Applications are welcome from all over the world.

### Main responsibilities

- Overall control and responsibility for the company's offline and online marketing strategy
- Budgetary, strategic and expenditure control over Google AdWords, Facebook Ads and other social media promotions.
- Responsible for location and content of all company promotional advertising

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- SEO optimization, development and maintenance. Including selection and management of any third party providers
- Optimisation of company website (both desktop and mobile) in terms of content accuracy, promotion and user experience
- Maintenance of the company's blog account and responsibility for content, output and monitoring
- Ensuring accuracy and design of all company offline promotion material content including brochures, press adverts and guidebooks'
- Develop and maintain strategic partnerships with agents and tour operators'
- Creating or sourcing company promotional videos and photography
- Communications/PR (reputation management) including liaising with journalists, researchers and filmmakers
- Management and mentorship of Marketing Executive and other young staff with an interest in developing their skillset
- Minor web design and html coding. Working with third parties to resolve any more major design changes'
- Minor web design changes as required in house according to experience. Dealing with third parties to resolve any further web design issues
- Responsible for company email campaigns (tour offers, special tours etc.)
- Responsible for content of post-trip automatic email communication

#### **Shared/support responsibility for the following tasks within the company**

- Attending networking events and workshops
- Sourcing new potential industry, client and corporate partnerships (shared with CEO)
- Ongoing business development (shared with CEO)
- Ongoing sales assessment and ideas for further maximization
- Competitor analysis
- Conducting/organising media and research interviews as required
- Any other admin tasks as necessary and requested by management'
- Ongoing assessment and development of company's product portfolio'

#### **Skills and experience required**

- You ideally have experience working in the tourism and travel industry
- You are a creative thinker with an ability to take projects from conception to completion
- You have outstanding communication skills and ideally experience leading a team
- You have strong English language content writing skills
- You are detail oriented





- You can work independently
- You are passionate about social change
- You are familiar with Indian culture and sensitive to its challenges
- You love to 'muck in' and 'get stuff done'

### **About Reality Tours and Reality Gives**

In September 2005, Chris Way (from UK) and his friend Krishna Pujari (from India), formed a tour and travel company called 'Reality Tours and Travel' (RTT) in Mumbai. The focal point of the company was local tours of Dharavi - which is famous for being Asia's 'largest slum'. The educational tour highlighted the many different small-scale industries in the area (total annual turnover is approximately \$US 665 million) and also aimed to challenge the negative image of Dharavi, and of slums in general. Since then our work has been covered extensively in the local and International press, including The Independent, The Daily Telegraph, The Times, The New York Times, The Economist, and Smithsonian magazine (USA). We've won international acclaim including the overall World Responsible Travel Award hosted by Virgin Holidays (2013), and in the WTTC Tourism for Tomorrow Community Award (2015). In January 2014, we expanded our tours to the Rajasthan and Kerala regions and set up a new office in Delhi. We now employ almost 50 members of staff and welcome tens of thousands of people on our tours each year. We are a genuine social business: 80% of profits from all our tours are invested in the Dharavi community. We do this through our sister organisation Reality Gives, which was set up in August 2009, and whose mission is to run and support educational and other projects to improve the lives of our communities.

For further information, please visit [www.realitytoursandtravel.com](http://www.realitytoursandtravel.com) and [www.realitygives.org](http://www.realitygives.org)

### **Application Process**

The application deadline is 16 February 2018, although the process will finish when we find the suitable candidate so we encourage you to apply as soon as possible.

Please email your CV and brief cover letter to [joseph@realitytoursandtravel.com](mailto:joseph@realitytoursandtravel.com). Once we have received your application we will share an additional application form.

