

Global Marketing Manager

Department: Marketing

Location: Melbourne, Australia

Employment Type: Full-Time, hybrid

Reports to: CEO

Working Hours: 9 AM - 5 PM AEST, Monday to Friday (flexibility required)

About Us

50 Degrees North is an independently owned travel company specialising in planning and organising complete travel experiences across the Nordic countries. Our team's diverse backgrounds and experiences contribute to a deep understanding of the region, ensuring our clients receive authentic insights and genuine recommendations for their journey, all infused with our passion for the Nordics.

As a certified B Corp, we adhere to high social and environmental responsibility standards - joining our team means actively participating in our mission to make a positive impact on the world while doing what we love.

Our company culture is built on respect, collaboration, and a shared love for travel and the Nordics. We pride ourselves on fostering an inclusive and supportive work environment where every team member's voice is valued. Our office space reflects this ethos and is designed to be open, welcoming, and conducive to creativity and teamwork. With regular team events, wellness initiatives, and opportunities for professional growth, working at 50 Degrees North is not just a job - it's a chance to be part of a close-knit community passionate about making a difference.

Position Purpose

50 Degrees North is seeking a strategic, creative, energetic and inspiring Global Marketing Manager to lead our global marketing efforts and elevate our brand across international markets. Reporting directly to the CEO, you'll be a key member of the leadership team, driving marketing strategy, brand positioning, and customer engagement.

Key Responsibilities

- Develop and execute global and regional travel marketing strategies that drive brand awareness, customer engagement, and revenue growth.
- Lead a small high-performing team and agency partners to deliver integrated campaigns across B2B and B2C audiences.
- Manage key business relationships.
- Collaborate cross-functionally with Sales, Product, and IT to align marketing with business goals.
- Use market insights, customer data, and competitive analysis to inform strategy, product marketing, go-to-market planning, and demand generation.
- Present marketing performance, forecasts, and strategic updates to senior leadership team.
- Champion innovation, continuous improvement, and a customer-centric culture.

Required Skills

- Strategic marketing leadership across global markets.
- Expertise in brand strategy, product marketing, and demand generation.
- Strong analytical skills with data-driven decision-making.
- Proficiency in CRM (Salesforce preferred), marketing automation, AI tools, and analytics platforms.
- Ability to lead cross-functional collaboration and inspire teams.
- Crisis communication and issues management experience preferable
- Innovation-driven with a keen eye on industry trends.

What you will bring

- Personal and/or professional experience in Nordics is highly desirable.
- 10+ years of travel marketing experience, including 5+ in leadership roles.
- Bachelor's degree in Marketing, Business, or related field.
- Proven ability to lead global marketing campaigns and manage brand integrity.
- Passion for travel, innovation, and delivering outstanding customer experiences.
- Flexibility and adaptability in managing multiple tasks and shifting priorities.
- Willingness to contribute ideas and insights during team meetings and company initiatives.

What We Offer

- A supportive and collaborative team environment.
- Opportunities to travel and explore our destinations.
- Flexible working arrangements.
- A chance to contribute to meaningful, sustainable tourism.