

Job Title	Global Meta Lead	Salary	TBC
Department	Digital		
Reports To	Head of Digital	JD date	14 th September 2026

Job Information

Type of Role

- Full time, Permanent
- Direct Line Manager: Meta Lead
- Functional Technical Direction: Paid Search Lead

Job Purpose

The Meta Lead owns the overarching strategy, commercial performance, and operational excellence of paid social marketing across all Imagine Cruising source markets. Functioning as both a strategic platform authority and a dedicated people manager, this role directly leads and develops the team of Country Digital Marketing Execs. You will design scalable creative frameworks, establish account architectures, and mentor your team to turn high-value cruise and travel packages into profitable, full-funnel Meta campaigns.

Accountabilities:

- **People Leadership & Team Development:** Directly manage, coach, and upskill the Country Digital Marketing Execs. Conduct 1:1s, set clear performance KPIs, and foster a high-performing, performance-first team culture.
- **Paid Social Strategy & Performance:** Own total revenue, ROI, and CPA targets across all active regions. Translate central trading strategies and high-margin cruise promotion priorities into actionable paid social roadmaps across Facebook, Instagram, and emerging social placements.
- **Creative Strategy & Ad Frameworks:** Partner closely with Brand, Creative, and Content teams to design performance-driven ad templates, video hooks, and asset guidelines. Provide Execs with structured frameworks for rapid ad adaptation without diluting brand integrity.
- **Account Architecture & Audience Strategy:** Design and standardise account structures across all market ad accounts. Develop first-party data strategies, custom lookalike models, interest clusters, and multi-touch retargeting pools tailored to high-yield cruise customer profiles.
- **Process, Governance & QA:** Establish global operational standards, campaign naming conventions, and pre-launch QA protocols to eliminate spend waste and tracking errors across all Exec-led market builds.
- **Testing & Scaling Strategy:** Drive a systematic testing matrix across markets -covering ad hooks, formats, landing pages, and automated bid strategies. Rapidly isolate winning ad mechanics and scale them across all source territories.
- **Budget Governance & Attribution:** Oversee multi-market budget allocation, working alongside local marketing leads to shift spend dynamically based on real-time booking trends, platform efficiency, and margin goals.
- **Cross-Functional Alignment & Platform Partnerships:** Maintain direct relationships with Meta partner teams to leverage beta features, platform tools, and industry benchmarks. Collaborate with internal Web, Analytics, and Product teams to optimise tag management, Conversions API (CAPI) fidelity, and full-funnel tracking.

Qualifications/skills/ experience / knowledge

Essential

- Significant experience in paid social or performance-marketing roles, with substantial hands-on experience managing Meta campaigns.
- Proven experience leading, coaching and developing digital marketing professionals.
- Advanced knowledge of Meta Ads Manager, campaign structures, optimisation strategies and automated bidding.
- Experience developing full-funnel paid social strategies across prospecting, consideration, retargeting and conversion.
- Strong experience with audience development, including first-party data, custom audiences and lookalike modelling.
- Demonstrable experience developing performance-led creative strategies and testing frameworks.
- Strong commercial understanding of CPA, ROI, revenue, lead generation and budget optimisation.
- Experience managing significant budgets across multiple campaigns, brands or markets.
- Knowledge of Meta Pixel, Conversions API, conversion events and platform attribution.
- Experience connecting paid social activity with CRM, call-centre or offline sales outcomes.
- Strong analytical, diagnostic and problem-solving skills.
- The ability to translate complex campaign data into clear commercial recommendations.
- The ability to communicate effectively with technical and non-technical stakeholders.
- Experience managing multiple stakeholders, markets and competing priorities.
- Strong organisational skills and attention to detail.
- Experience establishing campaign governance, quality-assurance processes and operational standards.

Desirable

- Experience working within a multi-market or international organisation.
- Experience within travel, cruise, ecommerce or another commercially driven lead-generation environment.
- Familiarity with Google Analytics 4 and Google Tag Manager.
- Experience working with customer data platforms or advanced CRM audience integrations.
- Knowledge of incrementality testing and wider marketing-effectiveness frameworks.
- Familiarity with call tracking and offline attribution methodologies.
- Experience working directly with Meta account teams and beta programmes.
- Experience developing paid social forecasting and budget-allocation models.
- Knowledge of landing-page optimisation and conversion-rate optimisation.
- Familiarity with wider digital acquisition channels, including paid search, SEO, CRM and affiliate marketing.

What We Offer

- Competitive salary and benefits package.
- A chance to work in a collaborative and innovative team environment.
- Opportunities for professional growth and development within the company.
- Annual holiday
- Health care cover
- Birthday leave
- Contributory Pension scheme
- Free Car Parking

Note: This description is not intended to establish a total definition of the job, but an outline of the main duties.