

Copywriter

Location:	Balham, London (Surbiton from Mid-April)
Division:	EEE
Sector or Brand:	UK ADVENTURE, EXODUS, TREK & HEADWATER
Function:	Sales
Contract type:	Permanent
Reports to:	Senior Creative Manager
Band:	6

Summary

Travelopia is a pioneer in the specialist travel sector, with a portfolio of more than 50 independently operated brands, most of which are leaders in their sector. Sailing adventures, safaris, sports tours, Arctic expeditions - our brands are as diverse as they are exciting, creating unforgettable experiences for customers across the world.

The UK Adventure division constitutes the Exodus Travels, Trek America, Grand American Adventures & Headwater brands, and offers a diverse range of experiences to a wide range of discerning customers in multiple markets including North America and Australasia.

It's an exciting time to join as there are big growth opportunities across the brands, and big growth opportunities in marketing. There are new marketing channels to open up, incredible adventure images and video to be utilised, astonishing levels of customer satisfaction & heaps of passion for the brand. It all makes the marketing department a great place to work.

The marketing department covers Ecommerce, Marketing, Creative & Analytics and is devoted to creating exceptional experiences for our customers through great content, amazing user journeys and impactful multichannel marketing activity. Customer insight and performance results drive our thinking, ensuring everything we do is engaging & effective, timely & targeted and most of all customer led.

What you will be doing

Our in-house copy writer and editor is a **creative genius** who will produce, coordinate and edit inspirational travel content, both on- and offline for multiple brands in a wide range of media/channels and formats.

You will work closely with the marketing department, product team and ecommerce function whilst supporting the wider business-with a **consistent level of quality content and copy** according to existing brand guidelines across all internally produced marketing material and documents.

- Generate creative, relevant and positive ideas that are consistent with corporate and departmental objectives and values, based on the key messages highlighted in the marketing calendar or by responding to hot topics or trade requirements.
- Co-ordinate and monitor content projects and communicate plans clearly in writing and verbally to those involved/affected.
- Written copy to be descriptive, inspirational and enticing, yet accurate and a reflection of reality. The very highest standards of grammar, spelling and accuracy are required.
- Reproduction standards for published work (pictures, graphic, maps and text) to be maintained to existing high standards or improved upon. This will involve copy-editing, close checking and proof reading of material before printing.
- Maintain/improve and take responsibility for the respective 'tone of voice' in publications and across all content for each brand and work closely with the Senior Creative Manager day to day to ensure this. Agree key wording and phrases for the brand proposition and campaigns that can be used across all content driving consistency & efficiency.
- Act as team point of contact coordinating copy, images and other marketing requirements from staff returning from educational/familiarisation trips, e.g. web articles, trip note accuracy, image library
- Partner with the Product teams/destination experts to ensure our copy is accurate and relevant.
- Ensure the creative team becomes an internal centre of excellence. Work together to identify stories/ideas to dramatize key marketing messages (from marketing call).
- Help to make all campaigns memorable, integrated & award worth to create "Zero" budget content, so good it distributes itself through social, influencer & PR to drive enquiries

Key competencies

- You have relevant professional experience—preferably within the travel industry.
- You're a high-level Microsoft Office user—particularly of Word, PowerPoint, Excel, and Publisher and you are accustomed to working with content from colleagues.
- Passion for customers and understanding their needs.
- Ability to communicate at all levels, both written and verbal and network with product, operations and sales to ensure our written messaging is accurate and inspirational to the end users.
- Highest standards of grammar, spelling and accuracy.
- Interest in marketing and travel (experience in the travel industry advantageous but is not essential).
- You can produce content for a range of communication platforms, from blogs, social media, printed brochureware to press/advertorial material.
- You genuinely care about the details—you're a star proof-reader and you always ensure spacing, leading, and kerning are aesthetically correct—and you're willing to go above and beyond to ensure you produce highest quality written content possible.
- You're friendly and approachable, with an ambitious attitude and the ability to prioritise your workload whilst maintaining a flexible and proactive approach to your responsibilities, whether you're working autonomously or as part of a team. Impressive organisation and communication is in your nature—you've got proven experience managing multiple projects at a time, establishing an effective work flow to keep track of upcoming jobs, works in progress, and completed tasks.
- Previous experience with brochure production/blog production is a distinctive advantage, although not essential. Having a keen interest in travel—specifically adventure travel—is also desirable.

Working with us

Join us and in return you'll be rewarded with:

- Competitive salary
- Various employee discounts and offers
- Cycle to work scheme

- Contributory Pension scheme
- Career progression opportunities

Please note that for all benefits, details were accurate as at the date of publication. Any changes will be notified to you upon your start with the Company.

How to apply

Please click on the link below, the application process consists of answering a few questions and uploading your

CV: <https://saas.ngahr.com/travelopia/wrl/pages/vacancy.jsf?latest=01000447>