

Social Media Intern

Location:	Surbiton, UK
Division:	EEE
Sector or Brand:	UK Adventure: Exodus, Trek America, Grand American Adventures & Headwater
Function:	Marketing Team, Marketing Department
Contract type:	40-week Internship
Reports to:	Head of Marketing (dotted line to social media exec)
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 brands. 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.

This role sits within the Marketing Team, which consists of 7 marketing specialists, all focusing on acquiring, converting and retaining our customers.

This role reports into the Head of Marketing with a close working relationship with the Social Media Exec and is responsible for delivering our Paid and Organic Social activity to our most precious resource, our customers! Working with the retention manager, social exec and creative team to drive the conversation with our clients.

What you'll do?

You'll deliver our busy calendar of social marketing, working across all brands and international territories, to maximise return on your investment, driving bookings from existing customers and acquiring new customers into the brands.

You'll take responsibility for:

- **Delivery & Performance** across your channels, ensuring that ROI is always measured & maximised.

- Briefing the creative team (with clear definition of aims, audience, insights, messaging, vols, format, budget).
- Work with satellite offices (Melbourne, Toronto) to ensure consistent global messaging, approving local amends where required.

Social Media (Paid & Organic)

- Post (paid and organic) content on social media (including, but not limited to Facebook, Instagram, Twitter, Google+, YouTube, Pinterest, LinkedIn) for multiple brands.
- Take responsibility for full community management, ensuring that customer queries are responded to in a timely manner, and brands are conversing with their communities regularly.
- Track spend and review engagement stats regularly.
- Ensure that Paid social delivers against acquisition targets, and that Organic delivers against retention targets.
- Take newsflow lead from marketing team and integrate messages with Email where relevant
- React to emerging relevant news and (fast) changing trends.
- Work with creative team to ensure our messages draw the eye and are always on message, and utilize the latest and most appropriate format options and commercial imperatives to drive bookings.
- Monitor our competitors' channels and out-perform them
- Collaborate closely and positively with our North American and Australian teams to ensure we are supporting a global brand strategy in social.

Key competencies

- Essential skills
 - Creative thinker with a flair for telling a story
 - Exceptional written English
 - Ability to change tone of voice to cater for all types of clients, from first-time roadtrippers to retirees
 - Lives and breathes social media, with a natural aptitude for spotting trends and emerging opportunities
 - Ability to review and respond to performance results and customer insight, to improve future activity.
 - A flexible team-orientated approach willing to support colleagues across all teams with key projects as directed and required.
- Desirable Skills/qualifications
 - Experience in managing social media channels for a commercial business, including testing and learning on best formats, targeting/audiences, frequency, media buy type etc
 - Good organisational & planning skills
 - A positive, proactive, can-do individual who brings energy to the team and very strong collaborator

- Natural appetite for working at pace, delivering timely insights and recommendations

How to apply

Please send your CV and covering letter to talent@travelopia.com quoting reference 'UK Adventure Social Media Intern'.