

Content Marketing Executive

Branch:	Bristol, UK
Work location:	Office/Hybrid
Reports to:	Content Marketing Manager

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

Simply put, you'll help bring our brands to life through dynamic, creative content. We're a family of purpose-driven, B Corp travel brands whose product is powered by passionate people – whether they are experts in our destinations, guiding our clients, or owners of accommodation.

There is a wealth of expertise and brilliant stories both within the business and in our connections to amazing places in our destinations. Your focus will be building brand awareness and driving inbound activity through content for the InsideJapan and InsideAsia brand in our three key markets (UK, US and Australia).

You'll support the Content Marketing Manager to design and deliver a robust content strategy, jam-packed with exciting content marketing campaigns. Working closely with the wider digital marketing team, you'll be responsible for the planning and delivery of content and social media activities, integrating them with our PR efforts, email automation and PPC activity.

You'll be responsible for producing, editing and curating a range of written, video and visual content assets for the website, blog and online presences. You'll own the distribution of content through our organic social media channels to drive website traffic and conversions, as well as social media monitoring, community management, and scheduling.

Who you will be working with

As a part of the Digital Marketing team, you'll report to the Content Marketing Manager and be an enthusiastic and collaborative member of the whole marketing function, working with colleagues across the UK, US and Australia.

We're a small and friendly bunch looking to bring our brand to life for our customers through our web content, newsletters, blogs, social media and PR activity. You'll be working with us on developing those plans and turning them into action.

You'll also work with:

- Our PR Manager to tie in press trip and influencer activity with our content and social activity.

- Our colleagues in Japan and across Asia, tapping into their expert local knowledge to source content for activity and campaigns.
- Our network of partners, from cool accommodation owners to experience providers who bring our customer's holidays to life, seeking out opportunities.
- Our sales teams, tapping into their knowledge of our destinations and our customers.

Level of budgetary responsibility

None.

What you will be doing

- Producing (and managing the production of) a range of written, video and visual content
- Creating plans and timelines for agreed content activity
- Driving and converting inbound traffic through content distribution and organic social campaigns
- Briefing, drafting and distributing a range of content variations for a range of audiences with collaborators from inside and outside the organisation
- Managing the social media platforms, growing the audiences and optimising them for the content that performs best and launching organic campaigns
- Using intuitive tools (including Canva and Foleon) to create appealing visual assets in line with brand guidelines
- Managing and maintaining key website landing pages
- Building our brand through imagery, video and writing
- Supporting with the production of key content outputs like digital magazines, brochures
- Reporting on performance of key distribution channels and activity.

Outputs & Deliverables

- Execution of a content plan (global with local adaptations) in line with our editorial calendar
- Dynamic web content, blogs, social media content, email content, video and other opportunities
- SEO keyword approach
- Reports and insights

KPIs

- % of 'Core' product with rates in our bookings system for proceeding 12 months or greater
- % of core product that is H&S audited within the last 2 years (H&S)
- Monthly commission received and value of negotiated discounts from supplier
- Staff satisfaction scores (to subjectively understand your team's wellbeing)
- Staff capacity scores (to subjectively understand your team's workload levels)

What you will need

- 3+ years in a content marketing role
- Experience creating and disseminating written and visual content across a range of channels
- Experience coordinating both internal and external contributors to deadlines and briefs
- Strong editor - know great copy from good copy, keep everything we do in line with our brand tone of voice
- Demonstrable understanding adapting content and tone to different audiences and purposes
- Strong creative in all areas of storytelling: building a brand narrative on Instagram, commissioning video, developing our automation messaging
- SEO understanding and keyword research to optimise articles and web pages
- Experience working with PR teams to integrate influencer and press activity into the wider marketing efforts

- Experiences working with designers and creating briefs for the design process
- Experience growing social channels and how to adapt activity to the purpose of each channel
- Basic design, photo and video editing skills
- Reporting skills, both extracting information from Google Analytics and interpreting it for the wider team/ optimisation activity
- Excellent planning, organisation and communication skills within the team and organisation

What we are looking for from you

- A strong work ethic and desire to do things the best they can be done without needing perfection at all times
- Optimism – a sense the glass is always half full
- Compassion and empathy – an awareness how your actions and approach can impact others
- Results focused not task focused
- A love of learning and a desire to experiment with new things
- Confidence to make your voice heard

Beneficial skills and experience

- Travel experience
- Evidence of building marketing funnels using content

Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

Pay and Conditions

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UK

Base Salary	From £30,000 – £32,804 (L13- L16) per year – dependant on experience
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus related to company and individual performance of up to 125% of monthly salary
Benefits	Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.