

Copywriter

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

We're an incredibly content-led business, and this role is to help bring our brands to life through authentic content and copywriting, projecting and protecting the voice of the business.

The Role

Our family of purpose-driven, B Corp travel brands is powered by passionate people.

- You'll cut through the clichés and really capture in words what it is about our brands and destinations that inspire people to trust us to craft their dream trip. Our personality will need to shine through in everything you write and edit.
- You'll need a cinematic imagination to place yourself on a vespa weaving through Saigon, to take in the daily life while chugging down the Mekong, or to feel the clash of sumo wrestlers colliding in the ring.
- You'll work on a wide variety of different copy for different audiences, from long-form pieces to pithy one-liners for social media. You'll be writing blogs, crafting customer comms, and making itineraries sparkle. You'll understand how clever copy interplays with great design – and be comfortable adapting your words for a variety of formats and channels.
- You'll be used to working with SEO-led briefs, weaving keywords into content authentically, editing and optimising existing content, and bringing creativity to what can be a data-heavy process.
- You'll also help shape others' writing – using your expertise to create narratives and stories, edit meticulously, and refine tone appropriately.
- You'll have the talent to use creative and fun copy to make our brands stand out in crowded online and offline spaces where travel businesses compete for audience attention.

Who you will be working with

You'll be a key member of the content marketing team, working closely with the content marketing manager and content marketing executive. You'll form part of the digital arm of our global marketing team, working alongside the head of digital, SEO manager, digital executives, and PR & comms specialists.

There is a wealth of expertise and brilliant stories both within the business and in our connections to amazing places in our destinations – and it'll be your job to help capture them. To do that, you'll work with:

- Our colleagues in the Bristol office, helping capture their experience from research (Fam) trips.

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- Our colleagues 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.
 - The tour leaders, product specialists, travel consultants, booking delivery teams, and customer support team all have knowledge and expertise for you to tap into in order to keep your work fresh, interesting, and engaging.

Level of budgetary responsibility

There will be no budgetary responsibility in this role although you will have a voice in selecting tools and freelancers needed to improve our output.

What you will be doing

- In each branch understand the customer, the customer journey and the priorities and use these to develop engaging copy for each market.
- Build networks of contributors inside and outside of the organisation to keep our content full of exciting recommendations, people and experiences.
- Develop and own the Tone of Voice for each brand.
- Create written words or scripts for fresh and engaging content such as blogs, videos, podcasts and e-brochures, for use on various platforms (website, emails, digital advertising, social media).
- Conduct interviews and research to create training, news articles, opinion pieces and case studies for our B2B/ Trade marketing.
- Refine our website, especially making it more relevant for our different markets.
- Work collaboratively with the wider team to source and create content for B2C and B2B campaigns.
- Support colleagues to ensure all content is accurate, on-brand, consistent in terms of style, quality and tone of voice, as well as optimised for SEO.

Outputs & Deliverables

- Blog articles – SEO-led, aspirational and field-notes style
- Website and brochure copy
- Email copy for client and trade facing newsletters, scheduled campaigns, and ad-hoc communications
- Product content such as itinerary overviews, day-by-days, descriptions of destinations, hotels and activities all of which is used across multiple client documents
- Destination guides
- Social media content
- Reviewing and revising existing content and copy (all of the above)
- Reporting as and when required

What you will need

- A passion for travel (ideally with time spent in some of our destinations).
- Experience creating copy for a complex/ niche product.
- Experience writing for the travel industry or similar customer-focused sector.
- Good knowledge of content SEO principles and best practice.
- Ideas, ideas, ideas – a desire to do things differently.
- People, agency and budget management experience.
- Experience with content management systems.
- The ability to prioritise and keep yourself and others focused on your plan amongst competing demands.

What we are looking for from you

First up, great writing and editing skills, and a collaborative approach.

From day one, you'll look to get under the skin of the business. By speaking with our customers, reading their feedback, and listening to their conversations, you'll learn who they are and what matters to them.

We live and breathe our values and expect you to do the same. You'll see challenges as opportunities, be calm under pressure, and be comfortable working collaboratively and independently.

You'll take ownership of your work, seeking to understand its effectiveness and actively asking for feedback. We want to hear your ideas, see your creativity and feel the positive influence of your personality.

We're not looking for perfection; sometimes you just have to get the work done. But you'll never settle for mediocrity, striving to produce high-quality writing and being mindful of the audience and goals behind each piece. When it comes to editing or proofreading others' work, you'll need a meticulous eye for detail and a constructive approach.

Above all else, your writing will consistently entertain, inform and surprise, demonstrating to our clients that they can trust us with what's often their most significant purchase of the year.

Beneficial skills and experience

- Experience working with PR teams to integrate influencer and press activity into the wider marketing efforts.
- Understanding of adapting for different audiences in different markets.

Pay and 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.

UK

Base Salary	From £30,318 (L13) per year
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 (OTE one month salary) related to company and individual performance
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's 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.