



## JOB SPECIFICATION

Job Title: **Content Executive**

Reporting To: **Content Manager**

Department: **Marketing**

### Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focussed to ensure that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again. Our vision is "Creating amazing holiday experiences to be proud of".

The Hotelplan UK family of brands includes Inghams, Esprit, Flexiski and Santa's Lapland all currently based in Farnborough, together with adventure travel businesses, Explore Worldwide and with Intravel business based near York.

### Job Purpose

If you love travel and have a passion for winter sports then this is the role for you! You will be responsible for writing, proofing and editing copy and selecting imagery for each of our brands across their websites: Inghams Ski, Inghams Summer, Esprit Ski, Flexiski and Santa's Lapland. The role is predominantly focussed on online content, but with opportunities to extend across the full marketing mix as required.

### Main Responsibilities and Key Tasks

- A brand champion and owner of our all brands tones of voice, ensuring all content adheres to brand guidelines and our brand image and values are upheld, protected and promoted at all times.
- Become a master of our CMS systems – assist with updating web content to enhance the online customer journey, aligning content to current marketing campaigns, updating website content where needed, optimizing for SEO, landing page creation, image selection. Working closely with the Ecommerce team and Digital Agency to boost our rankings and SEO health.
- Collaborate and support with the Product teams on web product updates and creation, owning and championing the 'How To' guides for the CMS systems and train users where necessary.
- Collaborate with the brand teams to create copy for marketing campaigns that is engaging, inspiring, and optimised to the relevant marketing channels.
- Owner and creator of all blogs across the brands, ensuring all content is original, engaging and optimised, working with our brand managers and Digital Agency to find areas of opportunity with relevant content.
- Conduct regular hygiene audits and quality spot checks around key website content including Travel Information, FAQs, etc.
- Assist with the production of assets for engaging branded content campaigns using most relevant format (video, digital, print).

- Weekly, monthly, ad hoc reporting and analysis of web and social as well as identifying trends and insights that can be applied to future online campaigns.
- Support the wider Marketing & Ecommerce team on an ad-hoc basis to cover absences or workloads in peak periods.

## **Knowledge, Skills & Experience**

- Solid copywriting, storytelling and proof reading skills with a strong attention to detail.
- An understanding of key SEO principals and how to monitor and implement them.
- Experience in using web analytics tools such as Google Analytics.
- Audio, video and image editing experience is desired but not essential.
- Understanding of the full marketing mix and how Content fits within this.
- Experience of using web content management systems. Some HTML knowledge would be beneficial.
- Strong written and verbal communication skills.
- Highly organised, creative and happy to work autonomously.
- Ability to deal with many varied tasks and brands on a daily basis.
- Self-motivated and a motivator.
- A passion for travel / skiing / active / family holidays.

## **Values**

- Be Passionate in everything we do.
- Work together as a united team.
- Be innovative embracing and driving change.
- Trusted, open and honest.
- Stand out and be distinctive.

## **Key Competencies**

- Self-motivated and highly driven individual who can inspire those around them
- Ability to think differently and challenge the status-quo
- Creative thinker with a drive to succeed

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*