

Job Title:	Product Marketing Copywriter (fixed term contract)	Team:	Product
Reports to:	Head of Product	Reporting in:	n/a

Explore

With 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

Explore Values

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

Role Summary and Job Purpose:

We're looking for an inspirational, marketing-savvy, travel-loving copywriter to help us bring awesome worldwide adventures to life on our website. This role will answer in to our Head of Product - to capture the experience, knowledge and enthusiasm of our Product Team – but will work closely with the Marketing team to ensure we nail the Explore style and tone of voice. Key tasks will include:

- Editing / rewriting current trip descriptions for the website
- Editing / rewriting current "trip notes" documents
- Creating "Is this trip for me?" content
- Editing / rethinking post-booking customer communications in association with the Product and Marketing teams

An ability to write content that is descriptive and inspirational, whilst also providing essential, pragmatic information is essential. As is an understanding of the demographic and psychographic of current customers and (even more importantly) prospects.

There will be a requirement to go on an Explore adventure within the first few months of the contract, to ensure the post-holder gains a real awareness of the style of trip they're writing about.

Key Responsibilities:

- To produce high-quality written content about Explore and its product as required

- To get under the skin of the brand, and be comfortable representing it in written form
- Attending Product team meetings, and Marketing meetings – frequency TBC
- Providing all copy in a format that works for the Product and Marketing teams
- Working to agreed word counts and deadlines
- Be a proactive member of the Explore team, building relationships with key areas of the business and becoming an ambassador for the brand.

Person Profile

- Enthusiastic team player
- A love of written communication
- An understanding of marketing
- Customer-focused
- Friendly, approachable and flexible with a strong ability to build a good report with the wider team and effectively communicate at all levels
- Willingness to take on occasional additional tasks as and when required

Skills and Experience

	<i>Essential</i>	<i>Desirable</i>
Understanding of marketing as a discipline	√	
Proven ability to work to deadlines	√	
Demonstrable copywriting skills	√	
Strong attention to detail, with passion to ensure accuracy and efficiency	√	
Strong planning and organisational skills with great time management	√	
Good knowledge of Microsoft Office, and comfortable with standard office technologies	√	
Committed to putting the customer at the centre of their work	√	
Experience using content management systems		√
Significant travel experience		√

Benefits

Work life balance is important to us at Explore and so we are open to discussion on working hours. The role is full time 37.5 hours per week, although we are happy to consider a different working week for the right person.

There is a requirement for the post-holder to go on a week-long (8 day) Explore trip in Europe within the first few months of joining. A valid passport is, therefore, essential. Explore will cover the cost of the trip and transport (plus an allowance for food). The week will be counted as a working week, and the post-holder will not be required to take annual leave, but will not be paid additional hours for their time on the trip. If the post-holder chooses to leave Explore before the end of the 6 month contract, they will be expected to pay back up to 60% of the retail price of the trip and transport.

This will initially be a fixed term contract for 6 months (there is the possibility of it leading to a permanent role depending on budget and performance).

You will start with 25 days holiday a year (pro rata).

Pension scheme and life assurance.

A generous holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.

A bar and games room at HQ.

We subscribe to the 'Cycle to Work' scheme.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

The small print

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.

Date of Description: February 2023