

Job Title:	Digital Content Manager (Website Editor)	Team:	Marketing
Reports to:	Senior Digital Content Marketing Manager	Reporting in:	None

### Role Summary and Job Purpose:

A **digital copywriter** at heart, you will be an excellent creative content specialist who has the ability to bring the unique Explore travel experience to life in a compelling and inspiring way for our target audience; primarily on our website, but also on in print.

Working closely with the Senior Digital Content Marketing Manager, Senior Digital Marketing Manager and Digital Optimisation Analyst you will deliver the Explore online marketing objectives, both strategic and tactical through the maintenance and ongoing development of Explore's website pages and CMS, creating inspiring and engaging content.

You will also be a key contact for our SEO and website development agency, helping them to deliver key online strategies.

### Key Responsibilities:

- **To be the expert on the CMS and the gate keeper of website content.** Provide training and access to the wider business where required and work in close partnership with the product team to establish and maintain a product content process that produces timely, accurate, compelling and SEO sound web pages.
- **Create engaging written content, which reflects our brand values to support the SEO strategy** for online, whilst ensuring user engagement. Maintain existing content to ensure it remains relevant, accurate and up-to-date.
- Ensure campaigns and promotions are implemented across the website in inspiring and engaging ways to **enhance the user experience and optimise conversion rates.** In particular, working with social media, email, PR and paid digital channel owners, to ensure web pages work in harmony with other channels driving traffic, so that the customer journey is seamless and optimised.
- **Manage the day to day maintenance of the Explore Worldwide website CMS,** keeping the site updated with promotions and campaign information, reviewing and approving product content updates and working with internal and external support to log and resolve bugs or issues (alongside the Digital Performance Marketing Executive).
- Work with our external SEO agency and the Digital Optimisation Manager and Digital Performance Marketing Executive to **create content for testing strategies to increase visits and online conversions.**

- **Write, edit and proof intro sections of the printed brochures when required** and direct mail, ensuring consistent messaging across website and printed media.
- To **manage cross-country content** on the CMS and action overseas teams needs on specific international sites when necessary.
- Maintain the Tours For Churches word press website when necessary.
- To be comfortable **using and interpreting performance data to optimise web content.**
- **Accurately proof read** and edit customer facing copy created by marketing, product or other teams around the business as required.
- To maintain the Explore tone of voice across all platforms.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.

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## Person Specification

### Skills and Experience:

	<i>Essential</i>	<i>Desirable</i>
Competent and confident using Content Management Systems (CMS) – ideally Kentico	✓	
Excellent copy-writing ability to produce engaging content across a variety of channels	✓	
A creative thinker, who can express the brand and think outside the box to invent new ideas	✓	
Experience managing 3rd party suppliers and agencies.	✓	
Experience using analytics tools to measure for website data, including Google Analytics.	✓	
A good understanding of SEO, CRO and UX.		✓
Proven ability to manage multiple tasks simultaneously and meet deadlines.	✓	
Working knowledge of HTML		✓
Have a focus on accuracy and quality and a good attention to detail	✓	
Excellent communication skills, with the confidence to influence and liaise with stakeholders at all levels	✓	
Proven project and stakeholder management experience	✓	

Travel industry experience and/or strong interest in travel	✓	
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**Education:**

	<i>Essential</i>	<i>Desirable</i>
Higher education		✓

Explore reserves the right to vary your tasks, duties and responsibilities at any time and from time to time according to the needs of the Company’s business. However, you will not be assigned to duties or required to perform services which you cannot reasonably perform or which are outside the range of your normal skills and experience. There will also be times when you may be asked to transfer, either temporarily or permanently, to an alternative job within the Company. Where this is agreed with you, either on a temporary or a permanent basis, it will be confirmed to you in writing. **Date of Description:** 10th August 2018