

Job Description

Job Title:	SEO Copywriter	Team:	Marketing
Reports to:	Content Manager	Reporting in:	n/a

Role Summary and Job Purpose:

We're looking for an inspirational, marketing-savvy, travel-loving copywriter with SEO skills to help us bring awesome worldwide adventures to life on our website.

An ability to write content that is descriptive and inspirational, whilst also providing essential, pragmatic information is essential. As should a deep understanding of SEO and experience in following and contributing to global content strategies. Reporting in to our Content Manager, you'll work closely with the Content and wider Marketing teams as well as external agencies to create engaging, informative, and educational content that is tailored to our target audience while ensuring accuracy, clarity, and consistency.

Explore

With over 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.

Small group adventures
Don't just travel, Explore!



Key Responsibilities:

- To produce high-quality written content about Explore and its product as required across global websites, including Landing Pages, campaign pages, blog posts and, where required, emails.
- Conduct keyword research and use SEO best practices to optimise all content for search engines and AI algorithms.
- Source and integrate strong imagery for blog and landing pages.
- Upload content to the Content Management System (CMS).
- Identify content opportunities and improvements to site architecture.
- Create best practice guidelines for the use of AI in copywriting
- Follow and contribute to a global content strategy that aligns with our brand and marketing objectives.
- Ensure that all content is accurate, clear and consistent.
- Collaborate with our content team to develop engaging and informative content that resonates with our target audience.
- Monitor and analyse content performance metrics to continuously improve content effectiveness. Report on performance according to team and company OKRs.
- 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
- Experience with keyword research and SEO best practices
- Knowledge of algorithms and how to optimise content
- Early adopter of AI content generation tools as a basis for creating content
- A passion for the planet, and contributing to a more sustainable future
- Results-driven, with a passion for stats
- Customer-focused
- Friendly, approachable and flexible with a strong ability to build a good rapport with the wider team and effectively communicate at all levels
- Willingness to take on occasional additional tasks as and when required

Skills and Experience	Essential	Desirable
Understanding of marketing as a discipline	✓	
Proven ability to work to deadlines	✓	
Demonstrable copywriting skills	✓	
Understanding of AI content generation tools	✓	
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		✓

Education:

Higher education / marketing / copywriting qualification preferable but not essential

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.

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: October 2023

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