

Job Title:	Social Media and Content Specialist
Reports to:	Regional Director

About Explore

Explore was founded in 1981 and has grown to offer over 500 adventure trips to 120 countries around the world. Headquartered in the UK, the company has been operating in North America since 2010. Explore is part of Hotelplan, a large pan-European travel group of specialist tour operators, with a strong tradition of excellence and high standards of quality and service.

Explore changes lives through travel. The company culture is based around core values that employees live and breathe every single day. Responsible travel is a key driver for Explore and the company cares deeply about the people and places visited.

With ambitious expansion plans Explore has recently opened a new office in Massachusetts and is now looking to recruit a highly motivated sales and marketing team to grow the business. The culture will have very much the feel of a new start up, but with the benefit of being part of a larger company.

One Team One Vision

Every member of the Explore team agrees to actively contribute to the company's success. Explore has a flexible and open working culture and expects all staff to be flexible in their own approach. This means being willing to help out with any task, role or project at any time, as required.

It is equally important that all team members have a positive, pro-active and customer-focussed attitude, and are happy to work in an ever-changing business environment.

Role Summary

We are seeking a creative, self-motivated social media and content specialist to review, develop and execute Explores social media and content strategy. This role will be hands on as you will be devising and implementing the plans.

The Social Media & Content Specialist will be a detail-oriented, self-starting, social media and SEO master, with a knack for thinking strategically and creatively, a keen eye for engaging content, and the skills to create fresh content in a consistent voice that represents Explore.

You're comfortable with big picture strategic thinking, with the ability to see how various initiatives fit into a larger, scalable strategy.

Key Responsibilities:

- Responsibility over all regional social media channels, creating and managing a comprehensive social media strategy through consistent and cohesive storytelling to maximise our social voice, promoting Explore and growing engagement and brand awareness across social media.
- Ownership of each platform and accounts with a clear understanding of the purpose of each of our social channels and how they contribute to our drive overall brand goals.
- Use organic social to drive growth of communities across social media using copy and visual assets with innovative and forward thinking formats.
- Stay up-to-date with the latest social media best practices and technologies.
- Conceptualize, present, and execute a robust content marketing strategy and content calendar across social channels.
- Working with the PR manager and or agency to organise and implement influencer strategies and partnerships for relevant brand campaigns. Amplify PR initiatives on social media channels
- Identifying digital, social and communication trends and putting these into practice.
- Weekly, monthly, ad hoc reporting to track the effectiveness of social initiatives – identifying KPI's to evaluate campaign and content performance to drive business results and identifying trends and insights that can be applied to future campaigns.
- Identify content opportunities across the company that can be creatively translated, communicated, and scaled through social media platforms and email
- Write engaging content for social media posts, blogs, web pages, email, and marketing materials.
- Devise and execute a content marketing strategy and content calendar for email
- A brand champion, ensuring all content adheres to brand guidelines and our brand image and values are upheld, protected and promoted at all times.
- 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 with the UK marketing team to create copy for marketing campaigns that is engaging, inspiring, and optimised to the relevant marketing channels.
- Assist with the production of assets for engaging branded content campaigns using most relevant format (video, digital, print).

Skills and Experience:

- Digital Marketing: 2 years
- Social media marketing: 2 years
- In depth knowledge of social media marketing strategies and tools, including Facebook, Instagram, Pinterest, TikTok, LinkedIn and Twitter, with proven experience of creating engaging posts.
- Understanding of the KPI's associated with social channels and ability to optimize social programs to achieve sales goals
- Solid copywriting, storytelling and proof reading skills with a strong attention to detail.
- Experience in using web analytics tools such as Google Analytics.
- Understanding of the full marketing mix and how social media fits within this.
- Experience in using Facebook Ads Manager.
- Strong written and verbal communication skills.
- Highly organised, creative and happy to work autonomously.
- Ability to work with tight deadlines, while delivering good quality content and maintaining a high degree of follow-through

- Self-motivated, proactive, and capable of working in a fast-paced, team environment as well as independently
- Degree level education required
- A passion for travel desirable

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.

This role is based remotely temporarily due to COVID-19. You will be required to work in the office up to 3 days a week, and to attend meetings once we can safely reopen.

Explore offers 15 days paid vacation (20 days after first year) and 9 paid holidays

Medical and dental insurance

Wellness and travel benefits