

Job Title:	Social Media Executive	Team:	Marketing
Reports to:	Senior Digital Content Marketing Manager	Reporting in:	None

Role Summary and Job Purpose:

Working closely with the Senior Content & Communications Manager you will develop and oversee a global social media content plan, designing and executing captivating campaigns with a focus on growing and engaging social communities, particularly in the UK and North America. 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. At heart you are a copywriter, but you will have an eye for visual communication to ensure that the content produced is truly engaging in every sense, and be confident in using data to measure and report on success.

Key Responsibilities:

- A creative mind, you'll produce inspiring, creative and commercially-driven ideas for use across social media channels, with tailored content across the US and UK.
- To deliver campaigns and content to deadlines, including writing copy, choosing images, briefing the Designer and Media Executive for visual and video content, building and thoroughly testing campaigns prior to sign off and send, and checking automated campaigns are running as they should.
- To work with other teams across the business to build stories and content, including product and design.
- To be comfortable using and interpreting performance data to optimise social media and email content, including working closely with the Digital Marketing team to perform A/B Testing of various campaigns to establish effectiveness, and optimise for future use.
- To work closely with the Senior Content & Communications Manager to manage the Explore community, including influencers, on social media. Responding to the community with timely, on-brand responses.
- To assist and support in times of an issue/crisis, particularly supporting communication through social media channels, working closely with the Senior Content & Communications Manager and Customer Relations team. Note this may require work out of hours now and again.
- To work closely with the wider Marketing and Product teams to ensure all content is consistent, factually accurate, engaging, on brand and optimised for SEO where required. Maintain the Explore tone of voice across all channels.
- You'll help deliver on international expansion plans via social media plans and platforms.
- To be able to work at pace, prioritise workload and maintain accuracy at all times.
- To keep up to date with current trends and changes in the social media landscape and content

Skills and Experience:

	<i>Essential</i>	<i>Desirable</i>
Confident and competent in establishing & developing relationships with external suppliers and key stakeholders	✓	
Experience of email marketing tools with the ability to write and build comprehensive campaigns and processes	✓	
Social Media marketing experience on all major platforms	✓	
Experience using analytics tools to measure data	✓	
Excellent copy-writing skills with the ability to produce engaging & channel-relevant copy that is SEO friendly and commercially driven	✓	
Excellent attention-to-detail with a strong desire for accuracy and quality. Proven skills in proof-reading and copy editing	✓	
Proven ability to manage multiple tasks/projects simultaneously and meet deadlines	✓	
Working knowledge of HTML		✓
Experience of the Adobe Creative Suite (Photoshop particularly)		✓
Worked with scheduling and monitoring platforms such as Hootsuite, Sprout and Later.com	✓	
Experience of working with external agencies		✓
Travel industry experience and a strong interest in travel		✓
Education:	<i>Essential</i>	<i>Desirable</i>
Higher education/and or marketing qualification		✓

Person specification

- A focussed, self-motivated individual with creative flair and commercial awareness who will bring marketing strategies to life
- A creative individual that thrives on delivering exciting and compelling campaigns and content.
- A highly effective individual who has an absolute eye for detail and is focussed on improving business performance through exceptional campaign execution, reporting and evaluation.
- A team player with an ability to ‘muck in’ and support the wider Marketing Team when necessary.

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.

16 February 2022