

Kickstarter Placement description

Company: Huben Travel Limited

Job Title: Travel Marketing Assistant

Brief overview of the company

Huben travel is a luxury travel business providing bespoke, tailored and concierge level travel services to a wide range of guests. Huben travel goes the extra mile to understand the customer, their needs and their wants to help craft unforgettable adventures all around the world.

As the company embarks on a new chapter of growth, Huben travel is looking to recruit a travel marketing assistant as a key member of the team to help ensure the smooth running of marketing activities throughout the year.

Brief overview of the role

The main purpose of the role will be to help drive new growth through the creation, delivery and management of marketing activities. Marketing activities will include online, social and print activity including social media campaigns, organic content creation, social engagement activity and website content creation or updates.

The ideal candidate would need to have a genuine interest and ideally experience in the travel and tourism sector including an understanding of emerging trends in travel and tourism and how these interact within the sales and marketing environment.

You will be early in your career or have started to develop skills on your own initiative. It is likely you have taken time throughout your education and previous roles to actively involve yourself in marketing activity, particularly with a focus on using marketing to drive and increase sales.

This role is likely to involve a mix of home and office-based working, our office is currently based in Coulsdon, CR5.

Key Responsibilities

- Develop and maintaining product information within our CRM to maximise the benefit and output of the system to customers
- Develop and maintain Huben travel social media profiles including Facebook, Instagram, Twitter & LinkedIn
- Build followers and increase engagement across all Huben Travel social media platforms
- Develop new ideas to promote the business using social media, website and print activity
- Create digital and print campaigns including email communications and printed brochures
- Perform Search Engine Optimisation updates to increase website traffic based on consultation with our SEO team
- Creation and maintenance of website content, copy, imagery and blog posts
- Image editing including cropping, resizing and other imagery work in systems including Photoshop and Canva
- Editing and creating video content for social media
- Monitor traffic and visitors to the business website and social media platforms
- Analyse and report data using Google Analytics, Facebook business manager and other platforms
- Monitor and report on activities and provide relevant management information

Desired skills

General:

- A good level of English, both written and verbal
- Excellent time management and organisation skills
- Excellent communication skills and telephone manner
- Confidence to present ideas and destinations over the phone
- Ability to multi-task
- Able to work as part of a team
- Very high level of attention to detail
- Flair for creative writing and marketing
- Self-motivated with the ability to work with minimum supervision
- Analytical and resourceful mind
- Flexible and adaptable approach to working in a rapidly growing and changing business
- Experience in the use of social media management systems would be advantageous
- MS Office skills (Word, Outlook, Excel, PowerPoint)

Personal qualities

- Hard working
- Punctual and reliable
- Keen to learn and develop new skills/knowledge
- Positive and enthusiastic attitude
- Fun and confident personality

Desired qualifications

- Travel and tourism qualification is desirable
- A related degree classification of 2.2 or above at University
- A Levels (A* - E) or equivalents
- GCSEs (A* - C) – Maths, English