

<b>JOB DESCRIPTION</b>			
Business Unit	Carrier Ltd	Name of position	Content Editor
Location	Didsbury, Greater Manchester	Supervised by	Content & Publishing Manager
Date	February 2019	Full time / part time	Full time
<b>Overview</b>			
<p>One of two Content Editors, sitting within the Marketing department and working closely with the Marketing, Product and Studio teams.</p> <p>Responsible for:</p> <ul style="list-style-type: none"> <li>• The creation, loading, management, quality, performance and auditing of all content for allocated destinations and hotels</li> <li>• Continual enrichment and optimisation of inspirational web content</li> <li>• The wording and publishing of special offers to the website</li> <li>• The set-up and ongoing maintenance of one central source of up-to-date information (copy, images and video)</li> <li>• Delivering content that is relevant and responsive to our customer needs</li> <li>• Becoming an integral part of the new brochure production process (writing, editing, proofing), which historically has sat with the Product department</li> <li>• The quality control and accuracy of the content published to Carrier's websites, printed brochures, client documentation and marketing collateral</li> <li>• Ensuring content meets brand values and guidelines; is informed, engaging and provides a point of differentiation</li> <li>• Analysis and reporting on content KPIs</li> </ul>			
<b>Key responsibilities</b>			
<ul style="list-style-type: none"> <li>• Assume responsibility as one of the principal copywriters within the organisation. Take ownership of product content for selected destinations and hotels; transform factual product information into credible, customer-centric copy that evokes emotion</li> <li>• Take personal responsibility for and coordinate the supply of content for online and brochure schedules, working with Marketing, Studio, Product and Commercial teams to ensure an efficient process (being mindful of content requirements, word counts and images)</li> <li>• Research, copy write, edit, proof and maintain a central source of accurate and grammatically correct content for the website, brochures, marketing collateral and client documentation</li> <li>• Proactively generate ideas and create unique, inspirational stories/ content that adds value and engages our client base and can be used in PR and blogger outreach</li> <li>• Quickly react to trending or topical news relevant to our market or featured destinations and build relevant content for tactical promotions, SEO and social media</li> <li>• Improve and enhance content including (but not limited to) copy, images, video, maps, special offers, client testimonials and staff reviews</li> </ul>			

- Have a sound understanding of SEO and ensure all content is in line with the company's SEO strategy and plan
- Administer the co-ordination of content sign-off within the business and with external suppliers to agreed deadlines
- Implement and maintain an editorial calendar and content plan to manage workload and priorities
- Benchmark, measure and report on the performance of content through analytics, adapting content and making recommendations based on findings
- When required, support the Digital team who are currently undergoing a website development project
- Send a weekly email broadcast to Carrier's trade database
- Implement brand guidelines – adapt copy to deliver a consistent and specific style and tone; extremely high standards of written content (language and grammar) required
- Regularly audit content to ensure relevance, accuracy and brand standards are maintained
- Liaise with Studio to ensure images / rich media are the best they can be through detailed selection, cropping and retouching. Ultimately, meeting the expectations of a luxury brand

#### **Minimum requirements**

- Of graduate calibre, preferably with a Journalism, English or Marketing degree
- Exceptional copywriting and proof-reading skills
- A creative flair
- Advanced in Microsoft Office especially Word and Excel
- The ability to work under pressure to agreed deadlines and manage multiple content tasks; comfortable with multi-tasking and reassessing priorities on a daily basis
- Sound experience of working with Content Management Systems
- A demonstrable understanding / previous experience of implementing SEO techniques would be an advantage
- Previous experience with a leisure or premium brand desirable

#### **Personal attributes / style:**

- Organised, accurate and efficient
- Strives for, and is motivated by achieving the highest standards
- A passion for the written word
- Exceptional attention to detail; methodical
- Assertive, outgoing and a good communicator; must enjoy picking up the phone to busy people around the world and be adept at getting input from busy staff in other departments
- Proactive; must be able to take the initiative and work independently as well as part of wider teams
- Willing to receive regular feedback on work and prepared to adapt content to fit specific briefs
- Commercially astute and adaptable to change
- Resourceful and practical, with a positive "can do" attitude