



Job Description: Digital Content & Media Assistant

Brand: The Dragon Trip, The Coyote Trip, The Learning Adventure

Location: London, UK

Duration: Part-time, two days a week (flexible depending on the candidate)

Start date: Mid-September 2023

Who We Are:

The Dragon Trip welcomes thousands of people on life-changing, 'off-the-beaten-track' adventures across Asia, with one promise: no tourist traps, no package deals, just Dragon Trips. We create affordable, exciting local adventures for travellers – from Japan to India, China to Southeast Asia.

The Dragon Trip is also joined by two sister companies – The Coyote Trip and The Learning Adventure. While The Coyote Trip specialises in affordable, life-changing tours across North America, The Learning Adventure extends our missions to the education sector, where we create custom, transformative school tours for institutions across the globe.

The Role:

We are looking for a part-time Digital Content & Media Assistant to join our team, working with the Marketing Team across all three brands. Working with our team, you will assist on the content marketing, digital marketing, and social media marketing for our brands, helping to build brand awareness and identity, engage audiences of current and prospective travellers, and leverage these channels to drive business growth.

Responsibilities:

Your responsibilities will include:

- Assisting with the planning and execution of a content calendar across all channels – paid and native social media, digital email marketing, and content writing.
- Helping develop distinct and consistent brand identities and voices across all channels, tailored to our individual demographics.
- Assisting with the creation, deployment, and analysis of paid social media marketing, including graphic creation where necessary.
- Helping the Marketing Team with collaborations and partnerships where required, including assistance liaising on influencer and brand campaigns.
- Assisting the Marketing Team with the upload of new travel itineraries across websites, optimising for SEO and ensuring a persuasive, approachable, informative voice.
- Taking responsibility for tracking multiple KPIs across channels, to both ensure business growth and strategise on areas for development with the Marketing Team.
- Assisting the Marketing Team with tourism partnerships and campaigns, helping to manage schedules and execute individual strategies.



- Working with the Marketing Team to ensure a consistent flow of SEO-maximised, brand-specific, and customer-focused written content across all brand websites.
- Helping to ensure that all brand websites are updated with timely, key information, and assisting other teams with copy and structural updates where necessary.

Our Candidate is:

- A creative, with the ability to execute well-planned, attractive and engaging campaigns across social media, email marketing, and written channels. With this, a creative and dextrous approach to creating social content is key.
- Digitally-minded, with the ability to gather and analyse KPIs for implementation in brand growth strategy.
- Organised, and can work with the Marketing Team to create, maintain, and deliver timely content calendars across channels, as well as on-time reporting where required.
- A strong writer, able to create persuasive, well-researched, and well-positioned written content to engage both current, past and prospective customers across all three brands.
- A good team worker, capable of both working with a wider team and independently on core responsibilities.

Requirements:

- Passion for travel! [essential]
- Strong copywriting skills [essential]
- Experience using native social media [essential]
- Experience using paid social media [preferred]
- Good knowledge of analytics reporting and digital advertising mediums [preferred]
- Previous experience creating digital email marketing campaigns [preferred]

Salary: Part-time pro-rata of £25,000.

Reporting structure: While you will be part of the wider marketing team reporting to the Head of Marketing, you'll be line reporting to the Marketing Executive.

To apply: send your CV and a brief cover letter to jessica.ennis@thedragontrip.com. Please include a small paragraph on your favourite trip ever!

Closing date: 14th August 2023