

Where The Wild Is PR & Social Media Executive – Kickstart Role

We're looking for a hard-working, organised and creative individual willing to get stuck in and work alongside the founder and the Marketing Assistant to help increase brand awareness through the social media channels and by identifying and responding to PR opportunities.

Responsibilities

- Maintaining the social media channels for the business
- Scheduling social media posts using a scheduling tool across Instagram, Facebook, twitter, Pinterest and LinkedIn and reporting on their effectiveness
- Helping to develop a social calendar offering ideas for each month of the year
- Plan and development for the company YouTube channel
- Artwork creation using Canva Pro
- Working in Facebook Business Manager to schedule ads and build on audience targeting options
- Engagement across all channels
- Searching for relevant travel content to comment upon and/or share
- Using the TravMedia platform (training will be provided) search for and respond to any relevant PR requests coming from UK national newspapers and magazines. This may include developing an itinerary idea to fit a request and loading the trip on the website
- Creating press releases for the brand to announce new or interesting information that may get press coverage
- Building relationships with journalists from local print and online media (e.g. Bristol 24/7, Bristol Life, The Bristol Magazine) and promoting ideas and stories for editorial coverage
- Responding to journalist requests via twitter and HARO
- Idea generation for brand partnerships, competition and giveaway ideas to drive followers and brand awareness
- Reporting on weekly and monthly figures

The position will appeal to someone keen to get some creative marketing and PR experience and who has an interest in travel and sustainability. The person needs to be able to communicate with internal staff and external suppliers and press. We would like to work with an individual who can bring some creative ideas to the table and who has a real enthusiasm to learn.

Training Provided

Full training on how to use various software including TravMedia, HARO and CMS of the website.

The position will be 25 hours a week and would ideally be based at Origin Workspace in Bristol. Some remote working is possible.

Don't live in Bristol but feel you are the right person for the job? We are open to accepting applications from those who are not able to get to the office.