

distantjourneys

Your Time to Explore

Welcome to Distant Journeys, a fast-growing UK based company specialising in escorted group tours to India, Sri Lanka, Australia & New Zealand, Japan, China, Vietnam & Cambodia, South Africa, Kenya and Canada & Alaska.

We are true escorted touring experts and have won numerous awards at the British Travel Awards, most recently achieving Gold in 'Best Small Travel Company to Australasia' and 'Best Small Travel to Sub-Saharan Africa', along with Silver in 'Best Small Travel Company for Escorted Group Holidays', 'Best Small Travel Company to Southern Asia' and 'Best Small Travel Company to the Far East/Central Asia'.

Our holidays offer unparalleled adventure and once in a lifetime travel experiences.

Our customers are at the heart of what we do, and this is reflected across our company – from our customer service awards to the passion of our teams on the ground in the destinations we operate in.

Due to unprecedented growth, we are looking to expand our talented team.



Job Description: Copywriter

Location: Ormskirk, Merseyside

Department: Marketing

Reports to: Marketing Manager

Salary: £30,000 – £35,000 dependent on experience

Hours of Work: Full Time (37.5 hours), Hybrid working available (subject to location)

Overview

An energetic and experienced Copywriter is needed for this exciting role with Distant Journeys. Keen to progress their career in the travel industry, this role will provide support to the Marketing Manager and wider Marketing and business function. The Copywriter will assume responsibility as the principal copywriter within the organisation. This role will work on fast-paced and challenging campaigns spanning brochures, web, email, direct mail, blogs and key messaging.

The Role

As Copywriter for Distant Journeys, you will be responsible for customer-facing copy for the entire portfolio, working to marketing campaign and brochure production briefs. You will work independently to generate ideas and create content that supports the marketing strategy, revisiting and updating on an ongoing basis to ensure relevance and brand standards are maintained.

You must have incredible attention to detail and an eye for quality, as well as the ability to understand Distant Journeys products quickly.

Key areas of responsibility

- Execute the agreed-upon content plan and take charge of the copy briefing process to ensure all information is provided to you in order to complete the task to the highest level
- Transform factual product information into credible, customer-centric copy with an editorial style
- Ensure all customer-facing communications and collateral are written and proofed to a high level, maintaining a high standard of language, grammar, and consistent tone of voice
- Play a hands-on role in developing and managing original content
- Collaborate with internal teams and external partners to create approved content and messaging that enhances brand awareness, generates leads, and promotes customer retention
- Collaborate with our digital agency to receive SEO briefs and create optimized web content
- Work with Designers and Marketing team to ensure that the copy fits the needs of the project
- Seek innovative ways to publish engaging, value-added content that differentiates our brand in the consumer market
- Propose new website and brochure content based on successful outcomes
- General support. Support the Marketing Manager and wider Marketing function where required

Who we're looking for

As Copywriter you will need to be a strong communicator, confident in a fast-paced environment with an exceptional eye for detail and a passion for the travel industry. In addition to this we're looking for someone with the following experience and qualities:

- At least three years' copywriting experience, ideally within the travel industry
- Relevant Journalism, Marketing or English degree or qualification preferable
- Well organised and able to meet tight deadlines
- Task-orientated and can work on own initiative as well as work closely with other team members
- Have a strong customer focus and an eye for detail

Competency Profile

SELF-MANAGEMENT:

- Seeks to improve personal efficiency
- Adopts good time management practices
- Takes time ahead of meetings / delivery deadlines to think through actions required
- Creates own time management systems and processes to organise and plan their work
- Acts on feedback to continuously improve the way they work

CONCEPTUAL AND ANALYTICAL THINKING:

- Analyses complex problems and is able to break it down into logical parts
- Sees connections and patterns in information that are not obviously related
- Identifies the potential impact that trends or events may have on services or customers
- Draws logical conclusions and provides creative options and recommendations

INFORMATION SEEKING:

- Puts a process in place to ensure relevant information is extracted
- Personally investigates situations and uses a range of alternative sources to obtain information
- Questions and tests the reliability of data they are given
- Records and stores information in a systematic way

CONCERN FOR QUALITY:

- Has on-going concern for quality
- Systematically monitors own work to ensure progress is on time and will be achieved to high standards
- Personally introduces own approaches and methods to raise quality standards
- Promotes and shares more effective methods of working with others to improve standards
- Systematically monitors own work to ensure progress is on time and achieved to high standards

CONCERN FOR RESULTS:

- Makes changes to improve business results
- Constantly looks for opportunities to improve business performance
- Expresses frustration at waste and inefficiency and takes action to rectify

RELATIONSHIP BUILDING:

- Accesses existing networks to remain current with information and developments
- Actively listens to others and seeks opportunities to exchange information
- Recognises the need to build relationships both internally and externally

TEAMWORK:

- Shares best practice if they believe it will benefit others
- Willingly joins in when asked
- Shows respect for the views and actions of others