

Job Title	Senior Content Editor
Reporting to	Social Media and Content Manager
Department	Marketing and E-Commerce
Date created/revised	November 2016

Company Overview

Cosmos Tours Ltd is associated with the Globus Family of Brands, an international travel company with over 80 years' experience of providing touring holidays. The UK arm of the company started trading in 1961 and offers a fantastic choice of escorted tours, river and ocean cruises, multi-centre holidays and rail journeys from countries all over the world. Our holiday brands are Cosmos Tours & Cruises (www.cosmostoursandcruises.co.uk), Archers Holidays (www.archersdirect.co.uk), and luxury river cruise operator, Avalon Waterways (www.avalonwaterways.co.uk).

Aim of the Role

The Senior Content Editor will be responsible for writing copy to an excellent standard for all online and offline channels. S/he will be an experienced copywriter and editor with a very high standard of creative written English and faultless attention to detail.

A key part of the Senior Content Editor's role will be to write and manage content for our three brand websites. As such, they need to have solid experience using .NET content management systems (ideally EpiServer) and be very comfortable with new site builds. They will have a good understanding of SEO techniques and be able to write copy that is both compelling and customer-friendly.

The postholder will also be responsible for writing a range of publications and materials including blogs, brochures, direct mail, leaflets and social media content. The ideal candidate will play a significant role in regular content planning that will underpin successful multichannel sales campaigns.

Company policies and procedures must be adhered to in all activities.

Core Activities

Job Functions	Areas of Responsibility
Web copy creation	<ul style="list-style-type: none"> Write compelling, creative copy for web pages that is appropriately structured and has a clear call to action Work with the Digital Manager to define and create user journeys that use design and content to convert to action Support sales campaigns by creating attractive and effective landing pages, optimising these based on insight and user behaviour. In conjunction with our SEO agency, write content pieces that help to build our site links and authority whilst adhering to best practice Working with the Digital Marketing Manager and SEO agency, ensure that on-page content is optimised for search engine visibility whilst prioritising customer-centricity and usability
Website content management	<ul style="list-style-type: none"> Copycheck and authorise content publication through a managed workflow Maintain web content so that it is up-to-date, current and reflects trading and brand imperatives. This includes at least a weekly refresh of the website home pages to align them with current trading campaigns and commercial product priorities. Ensure the integrity of website design and architecture, adhering to digital design principles and brand guidelines Correctly set up and maintain product and promotional content that adheres to the website taxonomy and features appropriate metadata

	<ul style="list-style-type: none"> and tags Conduct regular audits of web content and key journeys to ensure that conversion opportunities are maximised and broken links avoided. Set and follow up on automated review dates as appropriate.
Editing and proofreading	<ul style="list-style-type: none"> Proofread copy produced elsewhere in the business, ensuring the highest standard of English grammar, spelling and punctuation is adhered to Edit content for different marketing formats and materials
Copywriting	<ul style="list-style-type: none"> Answer copywriting briefs for a range of sales and marketing collateral, including (but not limited to) emails, direct mail, adverts, brochures, leaflets and press releases Adhere to deadlines, managing review and sign-off processes as appropriate
Social media support	<ul style="list-style-type: none"> Provide social media support by creating and posting content as defined by the content plan and in conjunction with colleagues Respond to customer queries on social media under the guidance of the Social Media and Content Manager
Analytics	<ul style="list-style-type: none"> Working with the Digital Manager, ensure that all web copy is appropriately tagged in Google Analytics Produce and analyse reports around the consumption of web and social media content
Internal relationships and communication	<ul style="list-style-type: none"> Ensure all relevant parties are involved in content reviews and sign-off Work with confidence, diplomacy and collaboration with colleagues across the business Build strong, effective relationships with colleagues across all areas of the business, particularly in the commercial and product teams.

It should be noted that the responsibilities described above should not be seen as an exhaustive list of activities. The job responsibilities may, from time to time, be reviewed and changed in line with changing business requirements. The individual may also be required to assist other departments where the roles are suitable in line with an individual's knowledge and skillset.

Skills, Behaviours and Experience

Criteria	Essential	Desirable
1. Skills/ Abilities	<ul style="list-style-type: none"> Excellent verbal and written communication skills, with faultless standards of punctuation, grammar and spelling Excellent attention to detail An insistence on the highest standard of quality Highly analytical and numerate Process oriented Creativity and innovation Highly organised and able to prioritise effectively Excellent IT skills, including the confident use of content management systems (ideally EPi Server) Able to multitask and work calmly under pressure Results orientated with a commercial drive Team player 	<ul style="list-style-type: none"> Visual creative design skills Basic HTML Video editing

2. Knowledge	<ul style="list-style-type: none"> • Strong Google Analytics skills • Solid understanding of content management systems and how to use them for the best results • Good understanding of web taxonomy • Strong appreciation of SEO considerations • Good understanding of digital technologies and the Internet 	<ul style="list-style-type: none"> • Photoshop • Usability and user-centred design • Advanced understanding of SEO considerations • Social community/blog set-up and implementation • Social media community management
3. Qualifications and training	<ul style="list-style-type: none"> • Educated to first degree level (or equivalent), ideally in one of the following areas: English, business, marketing, communications 	<ul style="list-style-type: none"> • IDM/CIM certificate or diploma in related field • Proofreading certification • Creative copywriting courses • Travel and tourism qualification
4. Experience	<ul style="list-style-type: none"> • Writing excellent copy for sales-driven commercial organisations • Previous role managing web content using a complex content management system • Working to tight deadlines in a high-pressured environment • Managing external agencies • Managing small projects 	<ul style="list-style-type: none"> • Conversion rate optimisation • PR • Managing SEO optimisation and tools • PR • Journalism • Social community management, including incident management • Travel experience • New website builds

Staff benefits

- **Holiday Concession:** We have a holiday concession scheme, available to all permanent employees and this even includes friends and family who travel with you.
- **Annual Holiday Entitlement:** Our holiday year runs from 1 Jan – 31 December with 22 days paid holiday (pro rata if you're part time) and this increases with length of service. You'll also get 8 Public Holidays.
- **Unpaid Leave:** You can increase the number of holiday days you get by requesting unpaid leave up to 5 additional days holiday per year.
- **Bonus Scheme:** There's a bonus scheme each financial year for all permanent staff and in your first year you'll qualify for eligibility as soon as you've passed your probation.
- **Flexible Working:** We know life can be busy and unpredictable so we'll try to be as flexible with your working arrangements as we can. We like you to be in for core hours of 10am-4pm but as long as you work your contracted hours we'll be as adaptable as we can to make things easier for you.
- **Home Working:** We actively look for home working opportunities across the business and, as long as you've got the facilities to do so and subject to departmental needs, we'll consider you working from home up to one day per week.
- **Educational Trips:** All staff are given the opportunity to experience our products first hand with educational visits to resorts and ships.
- **Educational Assistance:** We like to help our staff to reach their full potential, that's why we offer assistance in arranging educational courses to further develop your skills.
- **Length of Service Recognition:** We reward our staff for staying with us. Your holiday concession allowance will increase for 5, 10, 15, 20 and 25 years' service.
- **Group Pension Scheme:** When you join us the Company contributes 5.5% of your basic salary into your pension and all you need to put in is a minimum of 3%.
- **Friends & Family Holiday Discount:** Your friends and family can benefit from a discount when they book a holiday with us.
- **Eye Tests:** Once you've passed your probationary period, we'll pay for you to have an eye test every two years. We'll also contribute up to £40 towards contact lenses or glasses if you need them solely for use with Display Screen Equipment (DSE).
- **Season Ticket Loan:** We even help you pay for your train tickets. After you've completed your probationary period you can get an interest free loan from the Company to purchase your annual season ticket and spread the cost across the year.
- **Childcare Vouchers:** We'll help you with the cost of childcare by offering the option of taking part in the Government's tax free childcare voucher scheme.
- **Cycle to Work Scheme:** We can help you to buy a new bike at a reduced price through the government Cycle to Work scheme
- **Kitchen Facilities:** We have a large air conditioned kitchen where you can eat your lunch while watching the TV or catching up with colleagues. We have a filtered water machine and we provide tea, coffee, milk and sugar so you can make your favourite drink; we even have a fancy coffee machine!
- **Fruit & Fizz:** We want our staff to be happy and healthy. That's why we provide a weekly fruit bowl and every month, around payday, we have 'Fun Fizz Friday' where we "take 5" to celebrate our successes.
- **Dress code:** We have a smart casual dress code.
- **Recommend a Friend:** You can get an extra £50 towards your holiday concession for recommending a friend to work here which you'll get once they've passed their probationary period.
- **Local retail discounts.**