

CARRIER

JOB DESCRIPTION			
Company	Carrier Ltd	Role	Content Editor
Location	Didsbury, Greater Manchester <i>(Hybrid work: Min 3 days in the office)</i>	Supervised by	Digital & Content Manager
Date	March 2023	Hours	Full time

About Carrier...

Carrier is renowned for being the best in the luxury travel space, winning the accolade of 'Luxury Tour Operator of the Year', 'Luxury Team of the Year' and 'Luxury Travel Workplace of the Year' as voted by leading experts in the industry. Carrier is also recognised as one of the UK's 100 Best Mid-Sized Companies to work for.

This is a chic and sophisticated brand that embodies a world of beauty and elegance; constantly rising above the rest, we stand out for being different and authentic, creative and extraordinary. Our purpose is to inspire others to be who they can be, to tap into the potential of every trip to have a positive impact. We apply this same purpose to our people, tapping into everyone's potential to be who they want to be; be it an inspiring leader, a better parent, a creative thinker or perhaps it's more about embracing challenge, learning new skills, or the desire to give back and contribute more to the world. The team has the same vision, a way we feel the world should be seen and experienced, and we create enduring experiences that turns that vision into reality. carrier.co.uk/company/careers/

The opportunity...

Working for a luxury brand requires a certain attitude and mindset with a blend of service excellence and professionalism, along with an appreciation of the time and craftsmanship that goes into curating and marketing such beautiful products. Beyond these qualities your personality and passion are hugely important and as Content Editor for one of the finest travel businesses in the luxury sector your mission will be to showcase Carrier and its products in extraordinary and inspiring ways. You'll be resourceful, innovative and creative in your approach. You'll understand the power of exceptional content and compelling storytelling that appeals to a wealthy, well-travelled audience. Elegantly articulate, passionate and with high standards, you will be responsible for maintaining and curating inspiring, emotive and informative travel content – with a style, tone and vocabulary tailored for a highly affluent consumer and a premium luxury brand.

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What you'll accomplish...

- You will develop your understanding of the world of luxury and how to produce content that engages, inspires and entertains an educated, well-travelled, high net worth audience.
- With strong copywriting skills already, you will have an embracing approach to feedback and improving in order to embed the Carrier tone of voice, personality and language into everything you do.
- Your imagination and creativity will shine through as you contribute new ideas for product content to fulfil overall business strategy and marketing goals, ensuring Carrier always stands out from the crowd.
- You will develop great communication and storytelling skills while also being highly organised and comfortable working to planned/tight deadlines.
- You will play a key part in supporting your Manager in developing, executing and delivering a content strategy and plan for showcasing and elevating product online.
- You will contribute to Carrier's library of destination and themed product articles aimed at enriching our product content and the customer experience, as well as enhancing our SEO performance.
- You will create and manage the addition of new product and new services to the Carrier website. With a creative eye and attention to the tiniest of detail you will ensure these web pages not only sound awe-inspiring but also look the part.
- You will source richer, more emotive and engaging product and service content in line with the overall content strategy.
- You will have an understanding of SEO and liaise with our Digital agency to ensure product content is optimised for SEO.
- A key responsibility will be to implement and execute a robust maintenance plan and process to ensure Carrier's content is always accurate and up to date, maintaining it to the highest of standards. You will liaise with partners/suppliers and internal teams, working collaboratively to source and update the content required for approval.
- It is essential creative and copy is of the highest standard and consistent with brand guidelines.
- You will strive to fulfil our goal of becoming a content specialist in the luxury arena.

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Personal attributes and skills we're seeking...

- A Journalism, English or Marketing background is preferable
- Creative writing expertise/qualifications
- Exceptional copywriting and proof-reading skills
- A creative flair, with a passion for the written word
- Assertive and a good communicator; must be comfortable picking up the phone to people around the world and be adept at getting input from busy staff around the business
- The ability to work under pressure to agreed deadlines; proficient in managing multiple content tasks and reassessing priorities on a daily basis
- Experience of working with Content Management Systems
- Previous experience with a premium luxury brand is desirable

Looking beyond just the job...

You will be joining an effective, forward-thinking and dynamic team who drives change and impact by delivering visionary marketing with elegance and charm. You must be a confident team player who can work in innovative ways with a problem-solving attitude – someone who is resourceful, practical and always highlights solutions. Self-motivated with the drive to fulfil your own potential, we need you to be passionate, show a willingness to take on new challenges and support others while fuelling energy into your role.

We will in turn, aim to assist you in your quest for a more fulfilled life and equip you with the skills, behaviours and knowledge required to thrive in and to love your job.