



Digital Content Creator

Location: Hybrid (3 days in office)

Job Type: Permanent

Department: Marketing

Salary: From £30,000-£35,000 plus Competitive Benefits

Company Overview

Founded in 2012, Yellow Zebra Safaris is an award-winning safari company based in Kingston-Upon-Thames. Set up by childhood friends Rory Walker and Julian Carter-Manning, Yellow Zebra specialises in luxury and adventure-rich safaris across the entirety of 'Safari Africa'.

As a company we pride ourselves on our exceptional levels of expertise, equally high levels of customer service, and authentic, conservation-focused safaris. It is an approach that has resulted in our recognition within the industry as a leader in our field and seen us voted as Europe's Leading Safari Company at the World Travel Awards for ten years running. We have also been recognised by Condé Nast Traveller (UK & US) in their annual Top Travel Specialists awards.

Our sales team is made up of professional safari guides, camp managers, and people who were born and raised in Africa. They have lived and breathed safaris whilst working for the best companies in the business. It is ultimately their experience that guarantees our clients the very best safari design.

In early 2021 we were acquired by Wilderness, the world's leading safari brand and a company we've admired for years. Yellow Zebra still operates independently under our own brand, with Julian still at the helm.

Job Summary

We are seeking a talented Digital Content Creator to join our marketing team as we continue to expand our digital presence and pursue ambitious growth targets. This role is crucial in developing compelling, high-quality visual content that showcases the unique safari experiences we offer to our global client base.

The ideal candidate will combine strong creative skills with technical proficiency in video editing and content creation, preferably possessing some graphic design skills. You will play a key role in bringing the Yellow Zebra brand to life across multiple digital platforms, creating content that inspires travellers and drives engagement with our luxury safari offerings.

Reporting to

Reporting into our Marketing Director and working closely with all key stakeholders including our Digital Projects Manager and Product Manager.

Key responsibilities

- **Video:** Plan, edit, and produce engaging video content for our website, social media platforms, and digital marketing campaigns. In addition to creating compelling reels and short-form video content, you will be competent in re-purposing long-form content into shorter cut-downs. An added bonus would be the ability to shoot video content first hand, whether filming our team in our Kingston based office or capturing the safari experience on location.
- **Podcasts:** Working side-by-side with our founder, you'll help lead the planning and execution of our - yet to be launched - podcast and webinar series. From content planning, scripting and research through to production and distribution, this is an exciting opportunity to really help the Yellow Zebra brand stand out from the herd.
- **Social Media:** Develop a consistent stream of creative content for our social media channels that deliver impact and showcase Yellow Zebra as the most knowledgeable and opinion-driven safari specialist brand in the industry. You will have a knack for spotting and creating hooks that grab attention and drive-up engagement with our social media profiles.
- **Graphic Design:** Design and create visual assets and stunning graphics for digital marketing materials, social media posts, email campaigns, and website that align with our brand identity.
- **Digital Asset Management:** Organise, maintain, and expand our digital content library, including images, videos, and design files.
- **Brand Consistency:** Ensure all created content adheres to Yellow Zebra's brand guidelines and effectively communicates our unique positioning and conservation values.
- **Content Strategy:** Collaborate with the wider marketing team to develop content strategies that align with marketing campaigns and overriding business objectives.
- **Performance Analysis:** Monitor content performance across platforms and provide insights to optimize future content creation to maximise engagement and lead generation.

Essential

- 2+ years of experience in digital content creation, preferably in the travel or luxury sectors
- Proficient in professional video editing software (such as Adobe Premiere Pro, Final Cut Pro, or similar) as well as editing apps such as Capcut
- Solid graphic design skills with experience using Adobe Creative Suite or similar design tools
- Experience with social media content creation
- Demonstrable portfolio showcasing video editing and graphic design work
- Excellent eye for visual aesthetics and composition
- Strong storytelling abilities across visual and written formats
- Ability to work independently and as part of a team
- Excellent organizational skills and ability to manage multiple projects simultaneously
- Understanding of digital marketing principles and content optimization

Desirable

- Experience in the travel industry, in safaris would be a big plus!
- Photography skills
- Experience with animation or motion graphics
- Understanding of or passion for wildlife conservation

Along with a competitive salary, we offer a friendly office environment in Kingston-Upon-Thames, 25 days annual leave (plus UK bank holidays), Workplace pension scheme, Private Healthcare, Enhanced maternity package, Cycle to work scheme, EV car scheme and EAP.

We are proud that all our team members benefit from opportunities for professional development and career advancement within a dynamic and collaborative work environment. Plus, we enjoy lots of fun staff socials!