

Job Description - Yellow Zebra Safaris

Job Title: Marketing Assistant (MA)

Reporting to: Marketing Manager (MM)

Working hours: Mon – Fri 09.00 - 17.30

Salary: up to £24k depending on experience, plus bonus based on company turnover

Start date: from now

About Yellow Zebra:

Founded in 2012, Yellow Zebra is the UK's fastest growing safari company specialising in creating bespoke adventures to Africa. Our sales consultants are well-travelled, welcoming and have all run camps, been expert guides or were born and raised in Africa themselves. The rest of the team are equally as passionate about travel, always on the lookout for new ways to share this with the rest of the world. The office is based in Kingston with 33 staff. It's a great working environment in an open-plan office with music played, staff parties and bi-monthly social events.

Overview:

The successful candidate will support the Marketing Manager and Digital Marketing Executives in the creation and implementation of the marketing strategy. The remit of this role will encompass activity across the full marketing spectrum with a focus on digital. The Marketing Assistant will be primarily responsible for the daily management of the Customer Relationship Management (CRM) and assisting with the development of the website.

Role:

- Responsible for the daily management of the CRM and online reviews
- Support the ongoing development of the website
- Update images, video and content on website
- Optimise website for Search Engine Optimisation (SEO) as well as usability
- Write and optimise content for the website, social media and newsletters
- Create engaging videos from raw footage
- Manage the company's extensive image library
- Assist with the production of brochures (print and digital)

Preferred Experience:

- A degree of at least 2:1 standard
- Strong administration skills
- Excellent attention to detail, grammar and spelling
- Strong copy and creative writing skills
- Love for travel, conservation and particularly safari adventures
- Would suit recent graduate or someone who is keen to get into the world of marketing.