



## **Junior Digital Marketing Executive**

### **Job Description**

Founded in 2012, Yellow Zebra Safaris is a multi-award-winning safari company based in Kingston-Upon-Thames, specialising in luxury safari holidays across 'Safari Africa'. We have been voted as Europe's Leading Safari Company at the World Travel Awards for eight years running. In early 2021 we merged with southern Africa's Wilderness, a company we've admired for years, although we are still independent and sell a full range of camps and lodges.

We are looking for a well-organised, outgoing, and friendly Junior Digital Marketing Executive to work in the marketing team at our office in Kingston. The role is very varied, ensuring the smooth-running of the marketing function within the business. There is the opportunity to assist with all kinds of different projects, but your main responsibilities will include:

### **Website**

- Supporting the marketing team to keep the website up-to-date
- Involvement in UX projects
- Ensuring the US and UK sites are maintained in tandem
- Liaising with the sales and operations team when content queries arise
- Uploading new content into Umbraco
- Supporting the organisation of the image gallery
- Ensuring alt tagging processes are followed
- Following SEO best practices

### **Trustpilot**

- Be responsible for setting up the requests for our Trustpilot review program
- Monitoring feedback to Trustpilot reviews and updating systems accordingly

### **Team**

- Supporting the marketing team by performing administrative tasks such as updating databases and spreadsheets
- Writing and sending weekly Marketing updates to the business

### **Requirements**

- Previous digital marketing experience would be an advantage
- Positive, friendly and with a good sense of humour.
- Proficiency in Umbraco, MS Office, Google Workspace, Adobe, Dropbox a bonus
- Confidence and a polite manner for liaising with staff, suppliers and clients.
- Excellent time management skills and ability to multi-task and prioritise work.
- Attention to detail and problem-solving skills.
- Excellent written and verbal communication skills.
- Strong organisational and planning skills.



- Ability to work alone under your own initiative, or as part of a team.

### **Benefits**

- Full-time or 4 days per week, flexible working considered.
- Predominantly based in our central Kingston office, with some working from home considered.
- Salary £25-28k per annum, dependent on experience.
- 25 days leave per annum, plus bank holidays (rising with long service).
- Workplace pension scheme with statutory company contribution.
- Fun, supportive working environment with a lovely team and frequent staff social events.

**Potential candidates should send their CV and a covering letter to:  
careers@yellowzebratravel.com**