
Senior Copywriter

Branch:	UK
Work location:	Bristol, BS1 4EX
Reports to:	UK Head of Marketing

Our Values

In everything we do at InsideAsia Tours, we strive to be trustworthy, knowledgeable, ethical, high-quality and friendly. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily.

Job Purpose

To represent the character and voice of the company through high quality, entertaining and engaging copy for use across a wide range of different media with the core goals of:

- Catching the attention of targeted new audiences, introducing them to the company and its services, and motivating them to get in touch
- Building an ongoing relationship with both new and existing clients
- Increasing engagement which leads to increased sales for the business

The Role

As a copywriter at InsideAsia Tours Ltd you will be one of the key people charged with communicating the personality of the business to both the outside world and internally to our teams in Japan, the United States and Australia. You will be working on copy for multiple different departments targeted at the wide range of audiences which make up the company client base. Your work will appear across the web in our blogs, websites and social media channels and will be read by every client whether that be in their trip itineraries, marketing emails, the company brochures, in East (the company magazine) or the destinations guides received by every client before they travel. You'll be a key member of the team, contributing creative ideas for content and campaigns.

The voice of the business

Although you will be writing for consumer, travel trade and internal audiences, each of which requires a different approach, the voice of the business must shine through in everything you produce. Travel companies operate in a congested marketplace, and it is our personality as a company that makes us stand out. It is unique to us and is a key driver of emotional connection and brand loyalty. This position will be based in the UK, but you will be working to ensure that a coherent company voice is represented and communicated across our global audience.



Day to day

You will be working on a variety of different copy every day. The business operates on a regular booking and communication cycle and your work will fit in to this. Whereas some tasks are weekly, such as publishing blog pieces and emails, others such as brochure production, only come along once a year.

With multiple different streams of work, you need to be able to plan effectively to ensure that all content is delivered in line with the agreed time frames of the marketing department and the managers commissioning work from you. Copy is at the heart of many projects and you will be responsible for delivering on time. You must also remain flexible. Not everything is fixed in advance and sometimes a quick turnaround or change in approach is required.

Planning and research

Nobody could know everything about every destination we offer and every service we sell, so a key part of this role is research. You'll need to study the destinations, whether that is by scouring our website, listening to podcasts, reading blog articles and magazines or delving into literature from the countries we sell. We also have a wealth of knowledge contained within every member of the team. Your job is to make sure this resource does not go untapped. You'll be like a journalist, scouring the company for stories. Through interviews with people across the business, joining team meetings and casual conversations over coffee, you'll bring the travel tales, experience and recommendations of each individual to the copy you produce. There will also be occasional opportunities to travel to our destinations to experience for yourself what we sell and why we sell it.

Who will you be working with

Your line manager will be the UK Head of Marketing with whom you'll have regular check-ins and twice-yearly performance reviews. They will set the overall strategy for UK marketing as well as having overall responsibility for the management and performance of the UK marketing team. Copy will be commissioned from managers across the business and building strong trust-based relationships with these individuals will be key to you and your colleagues achieving your goals. Everyday you'll be coordinating closely with your colleagues in the marketing team. But don't forget about the wider business. The tour leaders, product specialists, travel consultants, booking delivery teams and customer support team all have knowledge and expertise for you to tap into in order to keep your work fresh, interesting, and engaging.

What are we looking for from you

First up, great writing. It's as simple as that. But in order to do that you will need to get to know us and our clients. By speaking with our customers, reading their feedback and listening to their conversations you'll learn who they are and what is important to them.

From day one you'll look to get under the skin of the business. Understand who we are and what we believe in. Our personality will shine through every piece of writing you produce. We live and breathe our values and expect you to do the same. You will see challenges as opportunities, be calm under pressure and be comfortable working collaboratively and independently. You'll always take ownership of your work, seeking to understand its effectiveness and actively seeking out feedback from your colleagues. We want to hear your ideas, see your creativity and feel the positive influence of your personality.

We're not looking for perfection. After all, sometimes you just have to crack on and get the work done. But you'll never settle for mediocrity, striving always to produce high-quality writing. We want to see a strategic approach to your writing, always mindful of the audience and goals behind each piece.

But above all else, your writing will consistently entertain, inform and surprise, whilst demonstrating to our clients that we are a business they can trust with what is often their most significant purchase of the year.

Outputs

- Rolling 12-month email content plan
- Email copy for client and trade facing newsletters, scheduled campaigns and ad hoc communications
- Email, ezine and blog copy for internal comms
- Blog articles
- Website and brochure copy
- Press releases (long and short format)
- Product content such as itinerary overviews, day-by-days, descriptions of destinations, hotels and activities all of which is used across multiple client documents
- Destination guides
- Social media content
- Copy for East Magazine
- Staff profiles
- Guide profiles
- Weekly Work in Progress (WIP) report
- Reporting as and when required by your line manager

Main tasks and responsibilities

- Producing copy for outputs as detailed above
- Planning, producing and keeping updated a rolling 12-month email schedule
- Content planning and strategy
- Interviews with staff members, clients and on occasion, celebrity contributors
- Contributing to weekly marketing team meetings
- Attending sales team meetings and product training sessions
- Contributing to the planning and delivery of East Magazine
- General editing and proofing tasks
- Production of content for external websites and partners
- Attending briefing meetings to discuss commissioned work
- Reporting as stipulated by your line manager
- Occasional overseas visits
- General bits and pieces to assist with the smooth running of the marketing department

Experience

Experience as a professional, commercial copywriter will certainly be beneficial for this role but is not essential. You will be able to demonstrate experience of writing for different media and in a variety of styles. Previous work on both sales-focused and editorial copy will help us to understand your skillset. Experience of travelling in Asia will be highly beneficial.

Key skills

- Ability to produce great copy which drives commercial results in a variety of styles for delivery across multiple different media, both on and off line
- Quick and accurate editing and proofing skills
- Sharp attention to detail and factual accuracy. Our products and services must always be honestly presented.
- Ability to capture the 'company voice' and communicate the personality of the business
- Good listening skills
- High level organisational skills with a demonstrable ability to prioritise effectively and meet deadlines
- Comfortable with digital planning tools (e.g. Trello, MS Planner etc.)
- Comfortable with core MS office applications (Word, Excel, Outlook)
- Ability to review and analyse work in order to drive campaign improvements.
- Ability to work independently and take ownership of a project.

Desirable attributes

- Creative, proactive and full of ideas
- An open and positive demeanour
- Open to constrictive criticism and feedback
- A natural collaborator
- Self-motivated
- Resilient under pressure
- Ability to get a lot done
- A curious and inquisitive nature

Pay and conditions

Salary From £ 24,850 per annum

Hours 40 hours / week

Holiday 23 days annual holiday + statutory bank holidays

Pension 3% employer contribution

Bonus Up to 125% of monthly salary each year subject to performance

About InsideAsia Tours

InsideAsia Tours Ltd, is a growing travel company whose head office is in Bristol, with other sales branches located in Boulder, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan plus a satellite office in Tokyo. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours established in 2013 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover.

Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant

people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.

Work Culture

You will be working in a vibrant office with a great team of employees all with a passion for the destinations, a belief in the brands and a strong sense of collective values and purpose. Our work culture is supportive, creative and dedicated and is at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it will be important that you play your part.