Marketing Assistant

Reporting to: Meike van Krimpen | Content Manager

Line Management: No immediate direct reports

Location: Aviemore, Scotland, 95% office / 5% in the field

England Brand Focus: 70% Wider Wilderness Group Focus: 30%

Hours: Full time

Job Purpose

Reporting to the Content Manager, the Marketing Assistant will provide a wide range of cross-channel support, creation and administration to the Wilderness Group B2C brands, as well as to our trade-facing communications.

Key Accountabilities

- Media Management
- Website Maintenance and Updates
- Cross-Brand Social Media Support
- Ad-Hoc Marketing Support

Key Responsibilities

The Marketing Assistant will join the Wilderness marketing team and be responsible for supporting the 3 B2C brands, Wilderness Scotland, Wilderness Ireland and Wilderness England. In addition they will support our trade-facing brand, the Wilderness Group, which consolidates those consumer-facing brands and communicates them via partnerships with adventure tour operators and high-end agents.

The successful candidate will have deep product knowledge of the places in which the Wilderness brands operate and the activities which are offered, with a strong focus on Wilderness England.

The team predominantly follows a content marketing strategy to inspire travellers to consider their brands and therefore this role encapsulates the wide range of responsibilities and tasks linked to that approach. These include:

- Assisting with Content Creation & Distribution - Researching, writing and editing cross-channel, first-draft content as well as distributing said content across relevant channels.
- Media Management - Photo tagging, retouching & gallery management, as well and trip photo management.
- Social Media Support - Image selection, copywriting, scheduling and moderation/engagement.
- Website Maintenance - Fundamental SEO techniques, featuring trips and tours, link building and web page creation.
- Proofreading - An essential part of our quality assurance process is proofreading and this role would play an important part in this.