



Assistant Content Manager (Maternity Cover)

Content Manager - Maternity Cover

Reporting to:	Ben Thorburn Head of Marketing
Line Management:	No direct reports
Location:	Aviemore, Scotland or Kirkby Lonsdale, 95% office / 5% in the field
Type:	28-35 hours a week, 8 Months Minimum (28-35 hours a week) - potential to extend or become permanent.

Job Purpose

As the Assistant Content Manager (Maternity Cover), you will play a crucial role in our marketing team and report directly to the Head of Marketing.

You will manage the overall content strategy and ensure brand consistency across our Wilderness Group B2C brands ([Wilderness Scotland](#) | [Wilderness Ireland](#) | [Wilderness England](#)) and trade-facing communications ([Wilderness Group](#)). Your duties will include overseeing content creation, social media, email communication, supporting referral partnerships, and analysing data to optimise performance.

Key Accountabilities

- Content Management
- Multi-Channel Brand Management
- Performance Monitoring

Key Responsibilities - Wilderness Group

- **Written & Visual Content Management** – Following and contributing to the existing strategy, planning content, supporting content creation, supporting content distribution, and monitoring content performance.
- **Social Media Overview** – Following and contributing to the existing strategy, helping the current team with creating content, directing content where relevant, ensuring brand consistency, and ensuring quality standards.
- **Email Campaign Management** – Pre-planning the newsletter calendar, supporting the creation of newsletters, and quality control.
- **Website Content Maintenance** – Fundamental SEO techniques, link building and web page creation.
- **Reporting & Analytics** – Monitoring ongoing content performance across all channels.
- **Proofreading & Copy Editing** – Proofreading is an essential part of our quality assurance process.

The Role

Written & Visual Content Management

For Wilderness Scotland and Wilderness England, the post holder will primarily follow an existing content plan, managing ongoing content planning, creation, and distribution. A key responsibility within this is to research, plan and prioritise rolling content creation based on SEO trends, business needs and ongoing projects.

As well as supervising and contributing to in-house content creation, you will also be the main point of contact for external content exchanges like referral relationships, link building and managing freelancers. Managing freelancers primarily involves assigning relevant work, briefing, proofing and building external content.

A vital aspect of the role will be monitoring ongoing content performance and the needs of the business to adjust content creation plans accordingly.

The post holder will support the content management of Wilderness Ireland and our trade website. Accountability for day-to-day management lies outside this role, but a contribution to successful delivery is expected.

Social Media Overview

Across the Wilderness Group, we've got a significant social presence. This includes three Facebook accounts, three Instagram accounts, two Twitter accounts, four LinkedIn accounts, three Google Business properties and three YouTube accounts.

Although day-to-day social media management is run by dedicated brand marketing assistants and our dedicated videographer & content creator, social media accountability will lie with the postholder.

This involves ensuring that social content goes out promptly with appropriate cadence, ensuring brand consistency across all social channels and performing quality control. Social media reporting sits within the remit of dedicated brand marketing assistants. The postholder will review monthly reporting, monitor KPI performance and provide guidance to the team for future social media content. You will also be the primary liaison between external and internal social requests, filtering relevancy and quality.

Email Campaign Management

Following an initial email communications plan, the post holder will be accountable for ensuring all email communications have gone out as intended, meet business needs and are of the highest quality. The role requires balancing the existing email plans with promotional campaigns and ad hoc requests pushing last-minute product placement.

Website Content Maintenance

Working with the team, you will be responsible for creating and editing web pages using WordPress. To maintain our website suite, you must have extensive experience using a CMS and CRM system, preferably WordPress. The post holder will demonstrate and employ a range of SEO techniques to ensure the fundamentals are covered in line with existing processes.

Reporting & Analytics

The post holder needs to be confident in analysing data and able to monitor ongoing content performance across web, social and email. You will respond to performance data using internal reporting tools, optimising continuous content creation and reviewing legacy content.

The post holder is also responsible for ensuring that data tracking is working and accurate for our various Google Analytics properties.

Proofreading & Copy Editing

To maintain the highest standards of published content, you must be able to proofread your work and that of others, drawing on a high command of English, product knowledge and messaging.

Skills, Knowledge & Experience

Essential Skills

- Relevant marketing experience, ideally gained within the travel industry.
- A proven track record of success in a content management / digital marketing role.
- An understanding of travel industry marketing, current trends, opportunities and challenges.
- Knowledge of the areas within the UK and Ireland in which we operate and the activities we offer.
- Proficiency with content management systems such as WordPress.
- Ability to use analytical tools, such as Google Analytics, to generate accurate reporting on key metrics related to the role.
- Excellent knowledge of social media platforms and digital media outlets.
- Strong writing skills, including copywriting, editing and proofreading.
- Image editing skills, ideally using Adobe Photoshop.
- Excellent ITC skills and experience using Google Apps, Mac Applications, CRM, and Email Platforms.
- Graduate calibre or professional marketing qualification.

Core Competencies

- Proven ability to plan and prioritise tasks, use initiative and maintain strong attention to detail.
- A creative mind which aligns our content marketing with the needs, ambitions and desires of our travellers.
- Good interpersonal skills, awareness and emotional intelligence with an ability to build and sustain working relationships.
- The ability to focus, maintain a high level of productivity and work to deadlines.
- A strong and clear commitment to consistent professionalism and “extra mile” delivery.
- A genuine interest and passion for the UK and Ireland as tourist destinations, wild places and adventure.

Diversity, equity and inclusion

Wilderness Scotland and our associated businesses are committed to diversity through inclusive practices. We are looking to improve the diversity of our teams and believe firmly in the value of varied life experiences, backgrounds and cultures in our workplace. We welcome and encourage diverse applicants for this position and will consider all applicants regardless of age, race, religion, gender identity, sexual orientation, health conditions, impairments or other characteristics.