Giltedge Travel South Africa’s leading luxury tour operator is looking for a junior to intermediate Copywriter / Social Media Specialist in their digital and online division. The position is based in Westlake, Tokai (Southern Suburbs.) We’re looking for a creative, digital savvy copywriter/ social media specialist who’s keen to think outside of the box and work in the travel industry. Ideally, we’re looking for someone who has knowledge of the Southern Africa and East Africa luxury travel market.

**Key Requirements, Skills & abilities:**
- Undergraduate degree in digital marketing, journalism, English, public relations or communications.
- Exceptional written and verbal communication skills.
- Display in-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Twitter, Youtube, Instagram, Linkedin etc.) and how each platform can be deployed in different scenarios.
- Experience with content management systems (WordPress), paid advertising platforms (Google Ads, Facebook Business Manager) email marketing programs (MailChimp), and online analytics (Google Analytics).
- Experience ideally in the luxury and/or travel fields coupled with geographical knowledge of Southern Africa.
- Strong multi-tasking and organizational ability, managing priorities and deadlines.
- Self-motivated with an ability to work independently, think strategically and problem solve.
- Ability to build and maintain relationships and work well with others as part of a team.

**Responsibilities:**
- Create itinerary content (packages, Wetu, SB/Z) with the Product Manager
- Create product content (new accommodation/ supplier etc.)
- Assist digital team in creating website content (copy for website(s), blogs, team member bios, educational/ FAM trips, etc.)
- Assist Group Editor in researching and producing monthly newsletter(s)
- Develop a social media plan & strategy for 6 Giltedge brands according to each brand’s budget
- Ensuring all content is approved and scheduled
- Develop a plan to repurpose content across all brands
- Ensure content generated is pushed on social media
- Increase audience and engagement on social media & respond to user’s queries/comments/critiques
- Planning and maintenance of web and social media content of all Giltedge brands
- Identifying key trends and providing ideas on how to improve performance to meet KPIs
- Reporting on web and social media activity and campaign performance
- Explore opportunities to grow traffic, reach and engagement across all digital platforms
- Be a custodian of the quality of content on all digital platforms, whether editorial or commercial
- Learn about the market and stay on top of industry standards and trends

**Regular features**
- Property of the week
- Itinerary of the week
- Clients’ travel
- Destination of the week

**Ad-hoc**
- Interview and write up tour consultants’ educational/FAM trip/sales trip
- Life @ Giltedge
- Supplier retweet
- Client outreach

Send your CV and cover letter to donovan@gilt-edge.com