

CARRIER

JOB DESCRIPTION			
Company	Carrier Ltd	Role	Digital & Content Manager
Location	Didsbury, Greater Manchester <i>(Hybrid work: Min 3 days in the office)</i>	Supervised by:	Head of Marketing
		Direct reports:	x2 Content Editors
Date	March 2023	Hours	Full time

About Carrier...

Carrier is renowned for being the best in the luxury travel space, winning the accolade of 'Luxury Tour Operator of the Year', 'Luxury Team of the Year' and 'Luxury Travel Workplace of the Year' as voted by leading experts in the industry. Carrier is also recognised as one of the UK's 100 Best Mid-Sized Companies to work for.

This is a chic and sophisticated brand that embodies a world of beauty and elegance; constantly rising above the rest, we stand out for being different and authentic, creative and extraordinary. Our purpose is to inspire others to be who they can be, to tap into the potential of every trip to have a positive impact. We apply this same purpose to our people, tapping into everyone's potential to be who they want to be; be it an inspiring leader, a better parent, a creative thinker or perhaps it's more about embracing challenge, learning new skills, or the desire to give back and contribute more to the world. The team has the same vision, a way we feel the world should be seen and experienced, and we create enduring experiences that turns that vision into reality. carrier.co.uk/company/careers/

The opportunity...

Working for a luxury brand requires a certain attitude and mindset with a blend of service excellence and professionalism, along with an appreciation of the time and craftsmanship that goes into curating and marketing such beautiful products. Beyond these qualities your personality and passion are hugely important and as Digital & Content Manager for one of the finest travel businesses in the luxury sector your mission will be to develop Carrier's digital transformation strategy and website into an industry leading luxury platform delivering high engagement and conversion rates. Through content, SEO, inbound marketing and PPC you will grow qualified and valuable enquiries into the business. You will also lead future digital developments in the business that rely on content for their delivery and success.

You will manage two Content Editors who are responsible for showcasing products in extraordinary and inspiring ways. You'll understand the power of exceptional content and compelling storytelling that appeals to a wealthy, well-travelled audience. Elegantly articulate, digitally savvy, passionate and with high standards, your team will be responsible for maintaining and curating inspiring, emotive and informative travel content – with a style, tone and vocabulary tailored for a highly affluent consumer and a premium luxury brand.

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What you'll accomplish...

- **Audience:** You will develop your understanding of the world of luxury and how to produce content that engages, inspires and entertains an educated, well-travelled, high net worth audience.
- **Digital agency contact:** Manage the relationship with Carrier's web agency.
- **Website:** Manage, develop and optimise the website for both B2C and B2B markets.
- **Website:** You will take the lead in liaising with other departments and stakeholders within the business to ensure the website delivers on all business requirements.
- **Website:** Responsible for and take ownership of the CMS, managing it's performance, structure and capabilities. Provide guidelines, training and establish robust and efficient processes across a team of users.
- **Website:** Responsibility for digital software/solutions used on the website and in the business.
- **Content strategy:** To develop and drive Carrier's content strategy encompassing corporate, brand, product, CSR and service messaging; with a view to innovating in this area and delivering a richer more engaging content offering (such as video, film, podcasts).
- **Content plan:** Establish a robust project plan to develop, enhance and enrich product and brand content ensuring Carrier's product is showcased to the highest of standards. Your team is responsible for sourcing, editing, maintaining the content on Carrier's website.
- **Content:** Working with the Marketing Manager, your team will deliver content that also supports the wider marketing communications strategy.
- **SEO:** Deliver and implement the SEO strategy and plan to fuel ambitious growth targets.
- **Pull marketing:** Introduce and develop an inbound marketing approach to drive high quality traffic and leads to the website.
- **Measurement:** With expertise in web analytics, you will develop the company's reporting and tracking to deliver valuable insight and to make better data-driven decisions.
- **Conversion:** By analysing the online customer journey, you will develop and implement improvements to optimise conversion at each stage of the funnel.

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- **Digital development:** Make recommendations for and manage all of Carrier's web development and digital development projects.
- **Manager:** You'll be a mentor and coach for your direct reports (two Content Editors) and the wider team. Leading by example always, fostering the right culture and implementing initiatives to elevate staff engagement.
- **Innovation:** With a problem-solving prowess, you will be adept to taking business challenges and making recommendations for digital solutions and opportunities that may support business goals.

Personal attributes and skills we're seeking..

- A similar role within a luxury/premium brand is desirable
- A sound understanding of High Net Worth Individuals; the techniques, practices and language required to attract, engage and convert them
- Of graduate calibre with a proven track record in digital and content
- A digital expert who is always abreast of the latest industry developments and trends
- Demonstrate success and working practice in managing SEO/ PPC campaigns, and improving website conversion
- Creative writing expertise, exceptional copywriting and proof-reading skills
- Good eye for design and creative
- Experience of working with Content Management Systems
- The ability to work under pressure to agreed deadlines; proficient in managing multiple content tasks and reassessing priorities on a daily basis
- Assertive and a strong communicator who can take the lead when required

Looking beyond just the job...

You will be joining an effective, forward-thinking and dynamic team who drives change and impact by delivering visionary marketing with elegance and charm. You must be a confident team player who can work in innovative ways with a problem-solving attitude – someone who is resourceful, practical and always highlights solutions. Self-motivated with the drive to fulfil your own potential, we need you to be passionate, show a willingness to take on new challenges and support others while fuelling energy into your role.

We will in turn, aim to assist you in your quest for a more fulfilled life and equip you with the skills, behaviours and knowledge required to thrive in and to love your job.

