

**Job Description: Social Media and Content Marketing Manager**

<b>1. JOB IDENTIFICATION</b>	
Job Title:	Social and Content Marketing Manager
Salary:	£29,000 - £33,000
Hours of Work:	Monday – Friday 9am – 5pm with some flexi work whilst on retreats and weekends and evenings 37.5 hrs per week
Accountable to:	The Managing Director
Where:	Hove Platf9rm hybrid, 5 days a week to start first month, down to 1-2 days a week in office. Only apply if located in or near Hove.
Qualifications:	A Degree in Marketing, Communications, Design, Photography. Practice and love yoga, wellness and understand the industry, and travel. Experience in social media management for 3 years minimum

<b>2. Adventure Yogi overview and job purpose</b>
<p><b>Who are we?</b></p> <p>At Adventure Yogi, we specialise in offering yoga holidays and retreats in the UK and abroad. Established in 2006, we are pioneers in the retreat/yoga holiday/wellness travel industry. We specialise in combining yoga, adventure and culture, and we bring the fun into yoga retreats, whilst creating healthy experiences with like-minded people for solo travellers or friends/family members. We want our guests to feel energised by yoga, relaxed by massage and invigorated by delicious plant-based/veggie foods. We understand and want to share the benefits of being in nature, in a new place, with new people making new connections, to help boost our guests' happiness and overall well-being. We are an inclusive, open-minded company and welcomes all, where everyone can learn something new from each other. We are a female led and all female office team, and we work together collaboratively and supportively and drive positive results.</p> <p>We are working on our sustainability practices by becoming a climate-positive workforce with Ecologi. We are currently working with a consultant to measure our carbon and work towards reducing it as we are aware we have a big impact on the planet that we are passionate about minimising without compromising on quality retreats for people to switch off and recover from their busy lives. In 2025 and beyond, we will be working to grow to 150+ retreats a year, grow</p>

our office team and retreat teams and work towards B-Corp, to reach more people to help create healthy habits and life-changing experiences.

**What is the role?**

This role supports the Managing Director in creating, developing, implementing, and growing AY's digital presence and maximising sales and growth. The role specialises in social media, mainly Instagram, Facebook, TikTok, and Pinterest, as well as content creation either from already made video and photography or also created by you whilst on retreats. There is the opportunity to travel and experience yoga retreats in the UK and abroad, taking videos and photos and creating inspirational content. It is your role to generate content ideas and the overall content strategy to showcase the retreat experience with us and various creative and inspiring ways to get our brand messaging across to the right audiences. The role will also be managing email marketing, content writing, and content creation (ideally with experience in photography and video creation) for socials and working with our PPC agency to create and test video content and ad copy. Administrative tasks include communicating with the retreat teams about their retreats and their collaborative promotional activities, influencer PR, brand collaborations, and product launches and working at events to promote the AY offerings to a broader audience.

**Who are we looking for?**

- Are you someone who loves yoga, wellness, travel and adventure
- Are you a friendly and warm people person who can communicate with teams and guests to get the best results
- Are you someone who thrives working as a collaborative team, supporting each other when needed
- Are you someone who likes a dynamic, reactive, fast-paced work life
- Are you a creative brimming with ideas ready to share and has a good eye for wellness travel content, content creation and copywriting
- Are you someone who loves to travel and be away from home, and at times have an irregular working week as a result

If you are all the above, we would love to hear from you!

**Other benefits**

- Experience a varied marketing role in an exciting and varied work environment.
- Travel paid for to go on 12 retreats across the world in one year!
- Opportunity to bring growth to AY, which will, in turn, offer growth within the business for you
- Digital experience in a growing and exciting industry, the wellness and wellness travel industry
- Gain an excellent understanding of communications practices
- Day off on your birthday!
- Build a network of contacts.
- SMART pension -the only workplace pension that invests your money into renewable energy

#### 4. Responsibilities and primary duties of the post:

- 1) Create and implement the Digital Marketing Strategy for Adventure Yogi, specifically for social media channels Instagram, Facebook, TikTok, Pinterest, YouTube, email marketing
- 2) Share engaging content on socials, respond to followers, work on engagement, develop promotions and competitions
- 3) Support the Ads agency with ad content creation and ad copy for Meta and PPC. Learn what works and what doesn't to create optimal content.
- 4) Create video content from our existing library or take new content (video and photography) on location.
- 5) Video production and editing using Capcut or similar
- 6) Understand and support brand values and messaging and weave them through our marketing.
- 7) Learn and understand and combine our sustainability goals into the brand strategy, messaging, and values.
- 8) Work with digital analytics tools such as GA4, FB, and Instagram business suite to measure and report the performance of all digital marketing campaigns, including sales, promotions, emails, and visitor traffic.
- 9) From the content strategy, write regular SEO-optimised blog content for our website or other website sources.
- 10) Learn and use our email marketing platform to produce weekly newsletters, build on our segmentation and automation, and create strategies to grow our mailing list.
- 11) Manage influencer PR, press trips, and coverage.
- 12) Manage budgets
- 13) Build relationships with brands for collaborations that complement the AY brand, aiming to deliver projects and /or competitions to ensure maximum exposure for both brands.
- 14) Work with our retreat teams to support them with on-brand promotional material for their retreats, provide discount codes, engage with them for content collaborations, create launch strategy for new retreat products with them
- 15) Attend retreats to enable you to understand our audience to produce the type of content they want to engage with
- 16) Be willing to learn new concepts outside of your comfort zone for the brand's benefit

#### Skills required

1. A creative and has an eye for good design, especially yoga, wellness, and wellness travel.
2. Has excellent literacy and grammar ability for copywriting
3. A team player who works collaboratively in a friendly and professional manner



4. Independent thinking and assertiveness
5. Great interpersonal skills, enjoys communicating with others
6. Ability to work under pressure and solve problems.

