



Job Title: Digital Marketing Executive (Social Media)

Location: HF Holidays Ltd, Catalyst House, 720 Centennial Park, Centennial Ave, Elstree, Borehamwood, WD6 3SY
Nearest tube stations are Edgware and Stanmore.

Contract: Permanent Contract.

Hours of work: 37,5 per week, 9.00am to 5.30pm, Monday to Friday.

Salary: £23,000 – 25,000, depending on experience.

Job brief:

HF Holidays is looking to hire a **Digital Marketing Executive**. You will work as part of an established team with primary responsibility for **Social Media**, looking to shape the company's social media strategy. You will be involved in all aspects of social media marketing across all of HF Holidays social channels in order to increase customer engagement, retention and conversion.

With key responsibilities for social media, you will work across all online marketing disciplines.

This is a varied digital marketing job in travel for someone looking to work for an established outdoor operator where you would have the opportunities for growth.

The roles' responsibilities include but are not limited to:

- Responsible for all aspects of social media marketing across all of HF Holidays' social channels including planning, design and development, testing, evaluation and reporting.
- Creating and managing social campaigns from end to end according to the tactical calendar.
- Creating, managing & optimising web content including itineraries, blog articles and landing pages.
- Responsible for regular analysis and reporting of social campaign results based on web analytics.

Requirements:

- Experience in Digital Marketing is essential, ideally for a Travel Company or Tour Operator.
- Good knowledge of Social Marketing best practices.
- Must be social media native, comfortable managing multiple accounts including **Facebook, Twitter, Instagram** and **YouTube**.
- Extremely well organised with a strong attention to detail.
- Excellent communication skills and ability to build relationships with influencers in the travel community.
- Creative approach to creating, optimising and posting engaging pictures, video and editorial content.
- Good understanding of web **CMS**.
- Good understanding of **SEO** and web best practice.
- Experience in using photoshop or similar photo editing software.
- Able to film, edit and upload video content.

- Experience of using web analytics and social media reporting tools.
- Strong digital marketing background with previous experience of working in a social marketing job in travel.

About the company:

HF Holidays is an Award-Winning Travel and Hotel Company and the UK's largest Walking & Outdoor holiday provider. We own and operate 18 UK Country House Hotels and inspire our guests to travel to six continents around the World. Our story began in 1913 and we currently employ a team of around 500 and specialise in providing walking holidays in the great outdoors in the UK, Europe and Worldwide. Looking after our guests and team is at the heart of everything we do, and our mission is to provide shared holiday experiences which inspire friendship, fun and an active enjoyment of the great outdoors. Because, we believe that among the things that matter most in today's busy world is an appreciation of natural beauty, a love of the open air, and the joy of fellowship with one another.

We aim to achieve our vision by applying the following values:

Trusted, Collaborative, Exceptional Experiences, Ownership, Inspiring, Passionate and Fun.

Package:

- Competitive salary
- 1-week Familiarisation Visit at one of our 18 Country House Hotels each year
- 28 holidays inclusive of Bank Holidays rising to 33 after 2 years
- Free Professional Training and development courses
- Free carparking
- Discount to the Gym
- Cycle to work scheme available
- Discount at outdoors Equipment Stores
- Discounts on our holidays throughout the world
- Discounts on our holidays for Friends and Family
- Unique opportunity to explore the Great Outdoors

To apply please send your CV to: recruitment@hfholidays.co.uk

For more details please call: 07864923665