



Job Title: Digital Engagement Coordinator

Job Reference: DEC1

Background: Highland Campervans is an established multi-award-winning business based on the outskirts of Inverness, offering a variety of services to motorhome, campervan and caravan owners, both locals and visitors alike.

Digital Engagement Coordinator - Reporting to the Sales Manager you will:

- Prepare and manage content on the Highland Campervans website, including copy-editing selected content pieces, implementing landing pages, sourcing and uploading images, videos and embedding forms and other content such as podcasts.
- Manage HCV & MHD's social media channels (Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest plus others as required) by creating content and responding to posts using standard scheduling tools, email marketing and reporting/analysis.
- Ensuring all content published is legal, accurate, concise and published on time.
- Organise, track and monitor Google AdWords marketing campaigns and report on feedback to the sales manager.
- Engage key supporters – “brand ambassadors” – to be more active and amplify Highland Campervans voice.
- Stay current with the latest innovations and software in social media and the motorhome sector.
- Monitor supplier and competitor digital marketing activities, reporting these to the management team as necessary.
- Supporting colleagues across the business with coordination, amplification and reporting for marketing, including undertaking various activities such as live tweeting and website optimisation.
- Coordinating virtual meetings and podcast recordings when required.
- Ensure that the products & services being promoted match the brand positioning and are in line with the brand guidelines.
- Actively participate in learning opportunities for professional growth and self-improvement.
- All other duties as required to assist colleagues within the business such as shop sales or customer support.

Essential Skills:

- Excellent writing skills with the ability to turn complex information into engaging and readable content
- Familiar with social media management and standard scheduling tools
- Strong editorial skills with high level of attention to detail
- Excellent organisational and planning skills
- Strong collaborative and interpersonal skills
- Competent in the use of Microsoft Office applications

Desirable Skills:

- Understanding of the Highlands area
- Experience in the travel and tourism industry
- Familiarity with Adobe image editing programmes (or similar)
- Understanding Social Media advertising concepts
- Ability to work remotely under minimal supervision.

Starting date: Immediate or by agreement.

Type of contract: Full time permanent contract.

Hours of work: Standard hours will be 9am to 5pm - 36 hrs per week over 5 days (Mon - Sat). Hours negotiable. Must be willing to work a flexible schedule including some evenings and weekends.

Salary: £20,030 (Real Living Wage of £10.70/hr based on 36hr week)

To apply: Send a CV & covering letter to jobs@highlandcampervans.com for attention of Paul Cutress, Sales Manager.

Closing date: 10am Monday 23rd January 2023