



DONT MISS

*The Boat*

*Elegant Resorts*

*Exclusively Elegant Travel since 1988*

Elegant Resorts has been a leader within the luxury travel market for 28 years. With recent events including our acquisition by Al Tayyar Group in 2014 and subsequent major investment including, relocating to our brand new state-of-the-art offices in Chester and the opening of Elegant Resorts Middle East, we are proving once more that we are leading the way for others to follow.

If you are driven and passionate about delivering outstanding service we have great opportunities for you with the chance to make a real difference within a fast-growing, forward-thinking, award-winning Global Luxury Travel Company.



## *Copywriter*

*We are looking for an exceptionally talented and experienced copywriter who will be responsible for developing compelling and engaging brand and content copy across all channels.*

*As part of the Brand team, they will write copy for a wide range of external communications from our in-house magazine, *Elegant Traveller*, creative copy for *Elegant Stories* and direct mails through to our email campaigns.*

*The successful candidate will have previous experience, preferably within the luxury travel industry writing copy for a discerning client database and deliver compelling communications that deliver a world-class luxury experience. We will also require potential candidates to provide a selection of examples of their previous work.*

## *About the role*

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- Research and write copy in line with the Elegant Resorts brand style
- Liaise with colleagues to ensure that copy style meets requirements
- Working within a team to project manage and be a contact point for *Elegant Traveller*
  - Assist with production and print liaison when required
  - Proof all copy produced by Elegant Resorts
- Write and edit concise and engaging marketing campaigns to acquire new clients and engage existing clients
  - Work with the design and web teams to assist in the management of written content
- Work closely with the head of Brand to develop blog and press releases to support any campaigns
  - Review existing materials and work to improve on consistency and creativity of message
  - Proofread and edit copy created by other members of the team
- Learn technical and market information related to the business and research trends and competitor information to make our acquisition strategy relevant and compelling
- Create, update and manage engaging content across the Elegant Resorts communications channels and assist with social media channels whilst ensuring that editorial guidelines are maintained and developed for our digital platforms and audiences.  
Write and upload news stories to the website using CMS
- Assist with the creative copy and research for Elegant Resorts unique platform *Elegant Stories*
  - Maintain the Elegant Resorts Style Guide
  - Store all copy produced in a central reference file



## *Personal skills and experience*

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- Educated to Degree Level in English, Journalism, communications, multimedia or related field
  - Excellent writing, editing, and proofreading skills
- Experience in creating copy for a range of platforms including print campaigns, magazines, blogs, press releases, website, email etc
  - Experience in writing for the Web, content management and internet research
  - Experience with social networks and implementation of social media marketing
    - A successful track record of content writing for a client audience
      - Travel writing experience

## *Technical Skills:*

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- Computer literate and possess good keyboard skills
  - Strong SEO Knowledge
- Experience with HTML and working with content management systems (CMS)
- Knowledge of standard PC packages i.e. Excel, Word, PowerPoint etc
- Be interested in different methods of communication

## *Job Details:*

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**Contract Type:** Permanent Contract

**Job Type:** Full-Time Position

**Hours:** Monday to Friday 9.00am to 5.30pm

**Salary Range:** £ Competitive

**Applications Close:** 25th September 2015

Based on Chester Business Park in state-of-the-art offices with breakout area, gym and a social committee who excel at organising various parties throughout the year – through to a very approachable hands on senior management team who pride themselves on being very much part of the Elegant Resorts team.

In return Elegant Resorts offers an attractive package including pension, free eye-tests, discounted car valeting and the opportunity to work for one of the best companies in the UK.

To apply please send your CV, salary expectations and cover letter to [recruitment@elegantresorts.co.uk](mailto:recruitment@elegantresorts.co.uk)



