



WE ARE RECRUITING!



We are on the hunt for a highly efficient **Marketing & PR Executive** to join our small, but perfectly formed team.

Small World Marketing is a leading representation company offering sales, marketing and PR services in the UK and Europe to an exclusive portfolio of luxury lodges, hotels & an airline in Africa. Our team is growing so we are looking for a Marketing & PR Executive to join us.

To apply please send your CV to [anita@smallworldmarketing.co.uk](mailto:anita@smallworldmarketing.co.uk)

## **Position Background and Scope**

A role focused on supporting the PR and Marketing teams with their day to day work.

## **Sales and Marketing**

1. Designing, writing newsletters
2. Social media - Overseeing the client's and SWM's social media channels including scheduling and posting created / curated content and ongoing engagement
3. Co-ordinating the tour operator and client marketing activity
4. Organising educational trips to client properties
5. Assisting with design of brochures, adverts and other promotional material
6. Trade Show meeting organisation and attendance in UK and Europe
7. Feedback and marketing reports to clients
8. Keeping the SWM website updated

## **PR**

1. Providing PR admin support to the PR Managers - including updating media lists, reviewing publications & pitching in press ideas
2. Writing press releases, newsletters and press invites
3. Writing client copy for PR and marketing purposes
4. Managing and distributing press cuttings
5. Assisting the PR team with the arrangement of press visits/trips
6. Updating the press section of the website
7. Feature tracking

## **Person Specification**

1. A highly efficient and organised person
2. A good time manager with the ability to juggle a range activities and deadlines
3. A creative thinker with the ability to think out of the box
4. A doer, happy to be hands on and get things done
5. Proven copy-writing experience
6. An active, existing use of, and interest in, social media channels, including Instagram, Twitter and Facebook
5. Marketing/PR/Travel experience is a plus but not essential
6. An interest in travel / foreign culture is a must

## **What we are offering:**

1. A fun working environment within a small but dynamic company
2. Huge potential to learn across a wide variety of disciplines
3. Potential to travel to Africa

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**[www.smallworldmarketing.co.uk](http://www.smallworldmarketing.co.uk)**