



Content Manager – Fixed Term Maternity Cover

Reports to: Head of Marketing

Team: Marketing (working alongside the Content Executive, Digital Marketing Manager, Web Developer and Offline Marketer)

About the role

The Content Manager owns Wild Frontiers' tone of voice across email, blog and social, turning our trips and destinations into content that drives engagement, bookings and brand loyalty. This is a maternity cover role — you'll step into an established content plan and team, so the ability to get up to speed quickly and maintain continuity is as important as creative input.

Main job function

Email Newsletters

- Plan, create, send and report on Wild Frontiers' e-newsletters
- Own the newsletter content calendar and pitch new ideas/formats
- Analyse open/click performance to inform future content

Blogs

- Commission, edit and publish blogs from Tour Leaders, staff and clients
- Generate and write original blog content
- Source and manage third-party bloggers (e.g. destination/city guides)

Social Media

- Build and manage a month-by-month content plan across channels
- Manage day-to-day content and community on Facebook, Instagram and TikTok
- Track performance and adapt content based on what's working

General Marketing

- Mentor and support the Content Executive
- Write and publish web page content
- Proofread marketing materials across the team
- Support ad-hoc marketing activity — advertising, direct mail, events
- Contribute ideas to wider marketing campaigns and brand initiatives
- Stay current on content/social trends and monitor competitor activity



Knowledge and Skills Required

Essential

- 3+ years in a marketing/content role
- Strong copywriting skills for web and email
- Hands-on experience managing brand social media accounts
- Excellent written English and proofreading accuracy
- Strong organisational skills — able to manage multiple content streams and deadlines at once
- Comfortable working independently and picking up existing workflows quickly

Desirable

- Experience in travel, hospitality or another passion-led/lifestyle sector
- Familiarity with email platforms (e.g. DotDigital) and social scheduling tools
- Experience briefing or mentoring junior team members
- Basic understanding of SEO principles for web/blog content
- Experience with design platforms such as Canva

Working hours/environment

This is a 12 month Fixed contract maternity cover position.

Monday to Friday 09:00 - 17:30. Hybrid working with 2 days per week in our London office.

Occasionally you will be required to attend trade shows and functions.

Approximately 10 working days may be spent overseas.

About Wild Frontiers

Our purpose: To challenge perceptions and inspire connections

At Wild Frontiers, we believe sustainable and immersive travel can be a powerful force for good; breaking down barriers, dispelling myths and bringing people from different cultures and communities together. Through expertise and first-hand knowledge of our destinations, we aim to create thoughtful and carefully crafted itineraries, which will leave a long-lasting positive impact on both our clients and the people and places we are privileged to visit.

Company benefits:

Working for Wild Frontiers offers you the opportunity to be a part of a dedicated team that embraces the exciting opportunities that sustainable and immersive travel brings. Since our



inception, we have brought together like-minded people who are passionate about our style of travel - venturing off trodden routes, supporting the communities we visit and helping to protect their precious environments, while offering our clients extraordinary experiences. While we work hard to maintain our own high standards, we have a lot of fun (with a few tall travel tales) along the way.

- 25 days holiday per year (additional days with long service)
- Flexible and hybrid working (Central London office)
- On-going training and career development
- Long service sabbaticals
- Paid volunteering days
- Monthly social get-togethers and summer and Christmas parties
- Cycle to work scheme
- A friendly and supportive environment
- Company pension (3% employer / 5% employee contribution)
- Contribution towards study towards professional qualifications
- Self-Investment Fund and Self-Investment Day

Diversity, Equality, Inclusion:

As an equal opportunity employer, Wild Frontiers encourages applications from people of all backgrounds, genders and ages, to bring together a team of passionate individuals who can work to help challenge perceptions and inspire connections - both within our workforce and the destinations we visit.

For more information please contact us, or to apply please send your CV along with a cover letter to info@wildfrontiers.co.uk