

# Job Description



**Job Title:** Marketing Content & Support

**Department:** Marketing

**Reporting to:** Ecommerce Manager

**Summary of Role:** As Content & Support you will be responsible for the creation, management, and delivery of content across HotelshopUK's online and offline channels with a particular focus on Great Little Breaks (GLB). The focus of this role is to ensure all offers, landing pages, and assets are accurate, engaging, and effective in driving customer engagement and sales. This role will also provide support for internal communications, staff engagement, and social media activity across the group.

**Approx split:** 90% GLB / 10% HSUK (two days a month)

**The Individual:** You will be highly organised and detail-focused with a flair for creating engaging content that resonates with different audiences. You'll be comfortable working with both digital and offline assets, able to switch between creative and administrative tasks with ease. A collaborative team player, you'll bring enthusiasm, creativity, and reliability to the role.

## Key Accountabilities / Activities:

- Manages all content creation and updates for offers and landing pages.
- Responsible for deal loading and ensuring accuracy of information across systems and websites.
- Creates and updates offline and online assets including posters, flyers, and promotional material.
- Maintains and refreshes group website content to ensure relevance, accuracy, and customer appeal.
- Responsible for the proofreading process. Checking copy for grammatical, spelling, and typographical errors, ensuring consistency across all content. Providing support across the whole business as needed.
- Quality check final layouts and designs, ensuring titles and subtitles are consistent to include contact information, photos, illustrations, and product names. Content is consistent, the information flows and is always on brand.
- Research, source, edit, and optimise all imagery used across the website and all platforms.
- Manage, load, and review promotional offers and availability. Managing and adhering to the approval process and timelines. Working with the sales team to ensure the smooth running of the process and the website content is correct and in working order.
- Produces monthly internal staff updates and supports wider internal communications.
- Creation and delivery of HotelshopUK group social media content and campaigns.
- Works closely with the Ecommerce Manager to align content with website functionality and conversion goals.

Last Updated: MARCH 2026

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- Ensure all content is consistent with brand guidelines and the group's tone of voice.
- Support the wider team with content-related requests to ensure smooth running of campaigns.

### Health & Safety

- To act on your responsibilities detailed in the Health & Safety at Work Act 1974.
- To demonstrate a working knowledge of fire prevention and to follow the hotel evacuation plan on hearing the alarm.
- To be security conscious with respect to /staff/ property/welfare and to report suspicious circumstances to your Manager.

### General duties

- To familiarise yourself with your departmental standards of performance and to be able to demonstrate their application.
- To co-operate and communicate with colleagues and Management to ensure effective department teamwork and high morale.
- To attend any meetings, training sessions or courses that may be beneficial to you and your department.
- To follow any procedures set up for energy conservation.
- To demonstrate and live by our company values by delighting our customers, partners and colleagues with the highest quality, value & service.
- Follow all relevant company policies, procedures, and quality standard.

### Hours of work:

This is a full-time position - 40 hours per week (Monday to Friday) including a daily 30-minute paid break. A degree of flexibility will be required.

**Salary:** £27.5k per annum

### Other Discretionary Benefits include (subject to eligibility criteria):

- Company Profit Share Scheme
- Increased holiday allowance
- Birthday off
- Westfield Healthcare Cash-Back scheme
- FAM Trips
- Discounted breaks
- Hero of the Month

### Flexibility

Due to the nature of the business, a degree of flexibility is required, and the post holder may be required to perform certain tasks not specifically referred to above.

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## Person specification & skills required:

Criteria	Essential	Desirable
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>GCSE English &amp; Maths</li> <li>Degree in Marketing or Communications</li> </ul>	<ul style="list-style-type: none"> <li>Relevant marketing, communications or English qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Working within the travel industry or similar</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>One years' experience in a similar role</li> <li>Proven experience as a copywriter or related role</li> <li>Hands on experience with content management systems</li> <li>Producing copy for digital &amp; print</li> </ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>Excellent standard of English</li> <li>Excellent written &amp; verbal communicator at all levels.</li> </ul>	<ul style="list-style-type: none"> <li>Good relationship builder</li> </ul>
<b>Practical &amp; Intellectual Skills</b>	<ul style="list-style-type: none"> <li>Intermediate in MS 365 including Word, Excel &amp; PowerPoint</li> <li>Strong proofreading skills</li> <li>Commercial awareness</li> <li>Ability to understand target audience</li> <li>Familiarity &amp; knowledge of social media platforms &amp; tools</li> <li>Spelling, grammatical accuracy &amp; attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>Advanced experience with MS 365 including Word, Excel &amp; PowerPoint</li> <li>Strong analytical skills</li> <li>Knowledge of Canva</li> <li>Working and managing departmental processes</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>Enthusiastic self-starter able to work on own initiative.</li> <li>Willingness and ability to be flexible.</li> <li>Ability to get on well with a wide variety of people.</li> <li>Have a positive attitude.</li> <li>Willingness to learn.</li> <li>Developing &amp; maintaining professional &amp; positive working relationships</li> <li>Excellent team worker</li> <li>Ability to work under pressure &amp; meet tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>Adapting to a changing environment</li> </ul>