



The Dragon Trip - Job Description Marketing Assistant - London, UK

The Dragon Trip is a leading tour provider for affordable adventure tours across Asia, while The Coyote Trip provides affordable tours across the USA and Canada. Both companies focus on showing the real side of the countries we visit, through engaging backpacking trips that aim to broaden cultural understanding amongst the next generation of global citizens.

Both brands are part of the Transforma Travel Group, a leading youth travel company. Transforma's family of brands create culturally enriching, off-the-beaten-track, and educational adventures for travellers and students alike. Across all our brands, our mission is the same: to expand minds through transformative travel experiences.

The Role:

We are looking for an enthusiastic, creative, full-time Marketing Assistant to join the Marketing team across the Dragon Trip and Coyote Trip adventure tours brands. Along with the wider team, the Marketing Assistant will assist with content, digital, and social media marketing for these brands, helping to build awareness and identity, engage audiences of current and prospective travellers, and leverage these channels to drive growth.

Responsibilities:

Alongside providing wider support to the Marketing team on day-to-day tasks, key responsibilities for the Marketing Assistant include:

- Working with the Marketing team to plan, create and execute a content calendar across digital media channels and social media platforms.
- Responsible for the execution across digital email marketing and social media platforms, utilizing a forward-thinking, content planning approach but remaining open to reactive, trend-led marketing.
- Utilising Canva to create high-quality, brand-specific and engaging marketing assets and graphics to be deployed across all channels.
- Working with the Marketing team to ensure a consistent flow of SEO-optimized, brand-specific, destination-based, and customer-focused written content across the Dragon Trip and Coyote Trip websites and blog.
- Working with the wider Marketing team to deliver monthly KPI reporting, including analysis of paid and organic social media, email campaigns, and GA4 website statistics.
- Ensuring that both brand websites are updated with timely, key information, assisting other teams across the companies with copy and structural updates where necessary.
- Helping to develop distinct and consistent brand identities and voices and across all channels, tailored to our individual demographics.



- Assisting the Marketing team with collaborations and partnerships where required, providing assistance on influencer, company, and brand campaigns.
- Working with the Marketing team to upload new travel itineraries across websites, optimising for SEO and ensuring a persuasive, approachable and informative voice.

Our Candidate:

- Is creative, with the ability to execute well-planned, attractive, and engaging campaigns across social media, email marketing, and written channels. With this, a creative and dextrous approach to creating social content is key, engaging with both proactive and reactive, trend-led content.
- Is digitally-minded, with the ability to gather and analyse key KPIs on digital platforms and share insights with the team for implementation in brand-growth strategy.
- Is organized, and can work with the wider Marketing team to help create, maintain and deliver timely content calendars across channels, as well provide on-time reporting where required.
- Is a strong writer, who is able to create informative, well-positioned, and personable written content to engage past, current, and prospective travellers across the adventure tours brands.
- Is a team player, capable of working well both within the Marketing team and the wider company teams - but also able to work independently on core responsibilities where needed.

Requirements:

- A passion for travel! [essential]
- Two years' experience in a similar role. [essential]
- Well-experienced with creating and managing native social media across all key platforms - including Facebook, Instagram, TikTok, and any other developing social media channels. [essential]
- Strong copywriting skills, with a flair for writing targeted, engaging content. [essential]
- Experience creating digital email marketing campaigns, including knowledge of design, optimization etc. [essential]
- Good knowledge of analytics reporting and digital advertising mediums. [preferred]
- Content creation capabilities, including design experience on both video and image-based assets. [preferred]
- Working knowledge of SEO best practices - previous experience working with tools (including SEMRush/SEO PowerSuite/similar) is desirable but not required. [preferred]
- Experience with WordPress web systems to assist with website updates and copy changes where required by all teams. [preferred]



Terms:

Brands: The Dragon Trip, The Coyote Trip

Duration: Full-time, permanent

Location: London, UK (hybrid working model)

Reporting structure: Line reporting to the Marketing Manager, with the wider team reporting to the Head of Marketing.

Start date: ASAP

Competitive salary

To apply for this role, please email a CV and cover letter to lucy.west@transformatravelgroup.com.

We look forward to receiving your application!

Transforma Travel Group is an equal opportunities employer, and welcomes and celebrates diversity and uniqueness in all forms.