



# AFRICA HOUSE

We're hiring...



JOURNEYS BY DESIGN  
DISTINCTIVE AFRICAN TRAVEL



WildPhilanthropy  
IMPACT TRAVEL AND CONSERVATION

## APPLICATION PACK: JUNIOR COPYWRITER & SOCIAL MEDIA CREATOR

**Junior Copywriter and Social Media Creator for award-winning African travel company Journeys by Design and charitable foundation Wild Philanthropy - Africa House, Brighton**

## CONSERVATION, COMMERCE AND COMMUNITY

### BACKGROUND

Our mission is to do things differently. We have been breaking new ground since inception in 1999. Journeys by Design is built on a sustainable travel model, crafting tailor-made journeys to Africa, with conservation and philanthropy as much at its core as luxury and adventure. Our conservation ethic has grown exponentially, resulting in the setting up of Wild Philanthropy, a charitable foundation supporting and protecting wilderness, wildlife and community projects on the ground in Africa. Wild Enterprise, our newly formed social enterprise, has invested in and supports a local tourism business in Ethiopia, Wild Expeditions Ethiopia. Global, national and local, our deep sense of ethic reaches back into Brighton where we operate a coffee shop on the ground floor connecting business to the local communities. Together, these companies combine as Africa House.

#### [Journeys by Design](#)

Journeys by Design has a strong brand in the luxury and frontier travel sector and has a renowned media presence, setting the trend by recognising the value of the international market very early on, working with publications in the US and the UK such as Condé Nast Traveller, Departures Magazine, The Financial Times, Robb Report and Travel & Leisure.

#### [Wild Philanthropy](#)

Wild Philanthropy is successfully emerging as a mechanism to provide investment in Africa, its people, wildlife and wilderness. Supported by our Friends, Wild Philanthropy successfully supports a number of high impact conservation and community development projects.

#### [Wild Enterprise](#)

Wild Enterprise is a social enterprise which aims to blend profit and purpose by developing community-led tourism businesses that support conservation and community development. Its first impact investment has been into [Wild Expeditions Ethiopia](#), which in its first few years has successfully taken the leading position in ethical travel in Ethiopia.

#### [Africa House](#)

Africa House is both our physical home and the umbrella under which the various companies sit. It also has its own café, which helps connect us to our local community. Designed to create a tranquil yet productive space for the team, our offices are the envy of the industry. The cafe acts as a gateway into our building, allowing us to share some of the wonders of Africa through books, music and people.

### THE OPPORTUNITY

Joining a small and bustling marketing team, you will be employed as a junior copywriter and social media creator by Journeys by Design and work alongside its sister non-profit foundation Wild Philanthropy and the charity's investment vehicle.

You need to love writing, have a journalist's instinct and speed, a strong interest in social media (Twitter, Instagram, Facebook), and a keen eye for powerful photography and a misplaced comma. This is an ideal job, with excellent training and support, for a storyteller at the start of their career with a passion for Africa and ethical travel.

To apply, please choose a topic you think is appropriate to our brand stable, whether it is a lodge, an issue, or a piece of news. Write a pithy Instagram caption (up to 2000 characters) and attach a picture, either shot or selected by you.

Crucially, you are both independent and a team player, have wonderful communication skills, and possess a can-do approach to everything you do.

## TERMS AND CONDITIONS

**Job Title:** Junior Copywriter & Social Media Creator

**Start date:** January 2020

**Duration of contract:** Permanent

**Probation period:** Six months

**Salary:** £18,000 - £21,000 pa + bonus based on company results

**Location:** Africa House, Brunswick Row, Brighton BN1 4JZ.

**Benefits:** Journeys by Design offers an attractive benefits package. As well as a competitive salary, commensurate with experience, we offer the following benefits:

- 25 days annual leave in addition to Bank Holidays and Christmas Closing
- Company performance related bonus
- Flexible working
- Beautiful offices close to Brighton train station
- Discount at our in-house Community Coffee Shop

In addition to this, we operate a family-first office environment, encouraging staff to ensure a healthy balance between work and play. We believe that by treating our team fairly we not only create a positive working environment, we enable the delivery of a greater impact in terms of our group mission at Africa House. Very rarely do we find 'going the extra mile' a problem. On the contrary, it's good for all.

## JOB DESCRIPTION

**Job title:** Junior Copywriter & Social Media Creator

**Reporting to:** Marketing Manager, Dave Waddell

### General responsibilities

- Contribute to the writing of content for all Africa House websites
- Assist with marketing copy
- Look after social media accounts and communities across the board

### Specific responsibilities

- Assist the Marketing Manager in copy duties
- Research camps, lodges, and activities and write original accommodation, area and experience content for website
- Select images for media posts
- Research and write original social media posts, especially Instagram
- Manage & build social media communities
- Monitor, track and report on audience activity
- Helping to research and write content for all subsidiaries of Africa House
- Writing SEO content

## PERSONAL SPECIFICATION

	<u>Essential</u>	<u>Desirable</u>
<u>Skills</u>	<ul style="list-style-type: none"> <li>• Exceptional <b>verbal communication</b> skills.</li> <li>• Wonderful <b>written communication</b> skills, including the ability to:               <ul style="list-style-type: none"> <li>○ Adapt your writing to a specific voice, tone, and style.</li> <li>○ Write in multiple forms, including information text, blogs, articles, social media posts, newsletters, and email.</li> <li>○ Get the message across, beautifully. Tell stories well, in ways designed to interest, enlighten, and activate.</li> <li>○ Subtly write and weave information into a variety of types of digital copy for Search Engine Optimisation purposes.</li> </ul> </li> <li>• Interest of <b>social media tools and communities</b>, such as:               <ul style="list-style-type: none"> <li>○ Implementing social media and</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Use of various management tools, including Trello and DropBox or similar.</li> <li>• Ability to load and change website copy, using CMS software such as WordPress.</li> <li>• Use of image manipulation tools such as Photoshop or Lightroom</li> <li>• Use social media tools like Buffer or Hootsuite effectively and imaginatively.</li> </ul>

	<p>communication campaigns and strategies.</p> <ul style="list-style-type: none"> <li>○ Posting engaging text, image, and video content.</li> <li>○ Engaging with your audience – in a timely and appropriate manner.</li> </ul> <ul style="list-style-type: none"> <li>• Excellent <b>research skills</b>, including the ability to: <ul style="list-style-type: none"> <li>○ Read up on a variety of topics.</li> <li>○ Interview people – face-to-face, over the phone, and by email.</li> <li>○ Fact-check information effectively.</li> </ul> </li> <li>• Highly <b>organised</b> in terms of meeting deadlines, using systems for filing, scheduling, and sharing work, and fulfilling general administrative duties.</li> </ul>	
<b><u>Knowledge/ experience</u></b>		<ul style="list-style-type: none"> <li>• Basic understanding of the hotel and travel sector.</li> <li>• Knowledge and understanding of the purpose of SEO.</li> </ul>
<b><u>Personal qualities</u></b>	<ul style="list-style-type: none"> <li>• Integrity and honesty.</li> <li>• We have a strong organisational culture that we believe allows us to operate more effectively. This is built on trust, mutual respect and a deep commitment to profit with purpose. We look to grow organically where appropriate, to drive our conservation ethic. The successful applicant will be able to demonstrate they share our vision.</li> <li>• An empathy with and enthusiasm for people and our brands, their potential including the positive impact they can achieve and our underlying ethics of conservation and philanthropy.</li> <li>• Communicate the work of Africa House positively both internally and externally.</li> <li>• Sociable and with a good sense of humour goes without saying...</li> </ul>	

## TO APPLY

To apply, please choose a topic you think is appropriate to our brand stable, whether it is a lodge, an issue, or a piece of news. Write a pithy Instagram caption (up to 2000 characters) and attach a picture, either shot or selected by you. Please submit your application, consisting of a covering letter, CV and Instagram post, as well as contact details for two referees to [recruitment@journeysbydesign.com](mailto:recruitment@journeysbydesign.com).

**Deadline for applications is 27<sup>th</sup> November 2019. We will review CVs as they are submitted and reserve the right to close the application process early if we find the right candidate.**

Candidates selected for interview will be contacted by email or telephone. Please specify any preference for contact in your covering letter.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Journeys by Design encourages applications from individuals with disabilities who are able to carry out the duties of the post. If you have any special needs in relation to your application please contact Rosanna Garrod, HR Manager on Tel: 01273 623790

Journeys by Design values diversity and is committed to equality of opportunity.

