



## **Junior Marketing Content Specialist**

### **Company Overview**

Carrani Tours by Escursioni Italiane Srl ≈ Gray Line Rome is a leader in tours and activities industry in Rome, offering unique and memorable travel experiences in places in Italy. Our story begins in 1925 following a brilliant idea of the founder Mr. Benedetto De Angelis. The idea was to provide a structured offering for guided visits of Rome. Carrani Tours in fact, obtained the license number 2 issued by local authorities as authorized Travel and Tourism agency and license number 1 as bus operator for touring purposes. Since then Carrani Tours has slowly built a network of tours and visits in major destinations such as Tivoli, Capri, Pompei, Sorrento, Florence, Assisi, Venice becoming a leading company in Italy. Today Carrani Tours is still owned by the founding family and employs 60 staff members. Worldwide Carrani Tours is known to be a reliable and professional company in the tourism receptive business. Carrani Tours offers products and services throughout the entire territory of Italy operating with passion and professionalism. Carrani Tours provides services as incentive travel, leisure travel, guided visits in special interest destinations, conferences and events. Carrani Tours provides a wide selection of travel solutions for individuals and groups, specializing in the cities of art with attention to culture, history and regional gastronomy.

### **Posting Job Description**

This position is responsible for researching and creating content for Carrani Group's websites, blogs, ad campaigns, marketing materials, social media platforms, sales presentations, email campaigns, newsletters, video scripts, press releases, publications, internal communication and more. Under general supervision, but using independent thought and creativity, performs a variety of duties as required to direct, supervise and coordinate Carrani's marketing and corporate communications activities. Utilizes experience-based knowledge to develop marketing concepts and copy for marketing and public relations products and campaigns. Reviews the work of other team members in an editorial capacity. Advances Carrani's corporate image through content marketing, promotion creation and design.

The ideal candidate will be a fast learner, flexible, and able to quickly shift priorities, as well as have a passion for Tourism and entertainment culture specifically across social media.

### **What part will you play?**

- Work alongside Marketing/Communication/Digital Team based in Rome reporting to the Communications Manager.
- Continuously contribute fresh and creative content ideas and concepts based on an understanding of the marketplace, competitors, and customer/audience feedback.

- Creating and maintaining anything relating to content, content scouting and how it is developed, edited and published. This includes developing appealing topic angles, writing original pieces, editing existing content, reaching out to and conducting interviews with industry thought leaders, clients and internal staff, and being the in-house support on anything related to marketing content creation.
- Working collaboratively with Marketing Manager and various department representatives to handle daily writing and editing needs.
- Producing content for product descriptions, itineraries, articles and blog posts through research and interviews.
- Assisting members of sales team with creation and editing of presentations, proposals and RFPs.
- Planning new and engaging pieces of content by analyzing needs and keeping abreast of industry news.
- Own, operate, and upkeep editorial calendar.
- Assist with development of marketing campaigns and associated deliverables.
- Write and optimize posts/ads for online campaigns.
- Create internal and external email communications.
- Periodically review copy on company website/Catalogs and recommend updates to improve optimization and user experience
- Learn the basic fundamentals of company website's CMS platform and other systems in order to access and publish content.
- Develop a social media editorial calendar to organize and create posts for company's social media accounts.
- Collaborate with internal and external marketing partners on various initiatives.
- Assist with tradeshow marketing efforts as needed.
- Performs other projects and/or duties as assigned.

### **What do we require from you?**

- The role requires a high level of writing skill, analytical thinking, collaboration, attention to detail, and project management.
- English: Excellent verbal, written and research skills with a high degree of professional, creative and technical writing ability.
- Good written Spanish preferred.
- Proficiency in using Google Docs Suite.
- Ability to manage content on several different social media outlets.
- Exceptional organization and project management skills with the ability to manage to competing deadlines within a corporate environment.
- Strong problem solving and creative concept skills with the ability to work independently and as well as within a team environment.
- Ability to work independently and as part of a team to meet team goals and responsibilities.
- 2 years with Content Creation / writing for marketing.
- Portfolio/samples of content writing is required.
- Agency experience preferred.
- Preferred Portfolio Format: Online or a PDF that can be attached to application.

- Experience with search engine optimization and Google AdWords also preferred.