

## **Digital Engagement Manager**

Action Outdoors seeks a Digital Engagement Manager. First & foremost you must share our company values – you must be passionate about outdoor sports and believe that these sports should be accessible to all. Action Outdoors is the UK partner to UCPA and is growing year on year to introduce more and more people to the UCPA concept via winter & summer outdoor sports. We are a small team and are very technically driven to ensure excellent customer service in an efficient manner.

We have survived the pandemic in good health, and the company is ready to resume its growth curve with some very exciting developments of products and markets.

**You will have a lead across a broad part of the business, and involvement in many more parts.**

### **Acquiring traffic to the website**

You will have skills with SEO, Google Ad Words, Facebook Ads, Instagram and be comfortable developing & tracking a wide range of traffic sources using Google Analytics. You'll ensure that the advertising always stays "on-brand" and is consistent across channels. You'll be able to suggest and develop new ways to introduce clients to the UCPA concept. You'll already be familiar with e-mail marketing, and be very comfortable writing excellent e-newsletters.

### **Explaining the concept of UCPA and the holidays on offer**

You'll use your writing skills to update our CMS, build new pages, using images and video as required. You'll be able to use Google Analytics to track the customer journey and make changes and improvements to conversion rates. You'll be able to add new products and destinations to the portfolio, often translating from French.

### **Image is key**

You'll have an enthusiasm to use existing and create new images and videos to help showcase our amazing products and destinations. Ideally, you'll be able to make basic editing of video and photos.

## **Ensuring a great UX throughout the booking process**

You'll have a passion to ensure that our clients have a smooth booking process by making sure our systems are "best in class". You will also assist the rest of the team with some direct customer contact via e-mail & phone. This will help you tune and improve the website even further.

## **Helping establish the sense of community before, during and after the client travels**

Action Outdoors & UCPA engender a sense of community, using both technical tools and excellent friendly customer service. You'll be very involved in making sure our social media pages stay up to date to inform and entertain our client base. Again, by being involved with the rest of the team you'll get good contact with our clients and really be part of the community.

## **Summary**

You can see from the above that we are looking for a very rounded individual with a broad range of skills, probably you will already have several years working in similar roles, however consideration will be given to recent graduates who have an excellent track record.

Action Outdoors has been in action for 17 years now, however there is still very much an entrepreneurial spirit within the organisation, with lots of exciting future plans. We're looking for the right person who shares our vision and wants to be part of our future.

Action Outdoors is based in Chamonix, France. You will need to have rights to work in France via an EU passport or carte de sejour. Consideration will be given to sponsoring the visa for an exceptional candidate.

A competitive salary is available to the right candidate. Please send your CV to us at **info@action-outdoors.co.uk**, along with a covering letter to demonstrate your excellent communication skills and explain why you think you are the right person to help us grow and develop our organisation. Applications by the end of May 2022 please, although interviews may be made before that time for suitable candidates.