

Product Content Assistant

About The Role

Title: Product Content Assistant

Reporting to: Group Marketing Manager

Location: Bispham, Blackpool

Are you ready to embark on a rewarding journey with Next Generation Travel Group? We're not just another company; we're the driving force behind the UK's most exciting educational travel brands. If you're someone who thrives in a collaborative and supportive environment, then you're exactly who we're looking for.

What you can expect in return

- Monday to Friday, 35 hours per week, with options to work 08:00 – 16:00, 08:30 – 16:30, 09:00 – 17:00 (flexible working hour requests can also be considered around term time).
- Annual salary reviews linked to performance.
- Reward and recognition programme.
- Pension scheme after a qualifying period (we'll contribute 3%).
- Access to company funded Health and Mental Wellbeing resources.
- 25 days annual leave plus bank holidays, rising by 1 day for every 5 years of service up to a maximum of 30 days.
- Up to 10 days un-paid annual leave can be requested once probationary period has been passed (subject to approval and departmental needs).
- Training, development, and progression opportunities.
- Team events.
- Onsite car park and close to public transport.
- A people focused, customer centric environment with an amazing support network. We have built an exciting, energetic, and innovative culture by working together.





What will your role look like

As a Product Content Assistant with WST, you will work across all our destinations. Your responsibilities will span organising product supply for Visits and Attractions across our customer materials, communicating with suppliers and creating product information sources for internal and external customers.

- You will be responsible for the ongoing content management of visit and attractions removing closed or poor-quality experiences and replacing with ideally better-quality experiences for students.
- On an annual basis you will complete a full audit of all visits and attractions being used within itineraries and location guides.
- Remove dropped products from the website/ customer / training materials.
- Maintain product information on the website / portal & all customer facing documents.
- Completion of regular competitor analysis to identify gaps in the experiences offered by NGT brands. Work with purchasing and operations team to source viable replacements.
- Completion of regular reviews of the subject curriculums study topics to ensure the products on offer are relevant to the subject curriculum.
- Regular updates with the Operations team on customer insights and CDQ feedback, collating “hidden gems” to be shared around the wider team as well as monitoring for any “hidden horrors”.
- Work with the L&D Manager to keep destination and subject training packs up to date.
- Involvement in the development of the Educational Learning App to support product differentiation
- Annual review and updating of curriculum links for product, team training and customer facing content.
- Liaising with external suppliers and internal staff you will provide a high level of customer service, building positive relationships.
- Supporting the Group Marketing Manager and Marketing Execs, you will contribute to and identify improvements to product through researching destinations and attractions and also improving the efficiency of our processes and procedures.
- Having received updated information from suppliers you will work with the marketing team to update internal product information sources, training packs and the website.



Are you the right person?

Essential skills required

- Experience of data management and CRM system (preferably Zoho)
- Experience of using of working in content management systems (preferably Umbraco)
- Excellent written language and creative writing skills.
- IT literate with a good working knowledge of Word, Excel, Powerpoint and Adobe.
- Confidence to reach out to suppliers directly for information.
- General understanding of brand guidelines.
- A passion for travel and researching new locations, cultures, and attractions.
- Proven administration experience and exceptional attention to detail.
- Experience of working with multiple IT systems at one time
- Strong time management skills, the ability to prioritise workload, be highly organised, whilst being able to adapt to changing priorities quickly.
- Ability to resolve problems, work with multiple priorities and meet deadlines.
- Proactive and able to work as under own initiative, and as part of a wider team.
- Ability to follow processes and procedures, highlighting potential ways to enhance them.
- Ability to pick up new IT systems and processes quickly.
- Excellent verbal and written communication skills, with accurate written and spoken English.
- Knowledge of a foreign languages is a benefit.



Useful Skills

- Experience of copywriting for SEO purposes including meta copy
- Experience of working in a customer portal IT system.
- Advanced IT knowledge including Creative Cloud, In Design, Photoshop & Illustrator
- Advanced knowledge of the School Travel Market
- Knowledge of a foreign language French/German/Other
- Driving license
- School Travel Market Product knowledge
- Destination knowledge in particular Europe.

If you're ready to take on a role where your ideas are valued, your efforts recognised, and your potential unleashed, then we want to hear from you. Join us in shaping the future of educational travel and be part of something extraordinary. Apply now and let's embark on this journey together!