

Position overview

About Inspire

Inspire Education and Travel is the parent company of two of the world's leading Work & Travel companies, BUNAC and USIT. Both brands were established 60 years ago by university students for students to help young people discover the world and themselves by working abroad. Inspire has ambitious global expansion plans to make these transformational travel experiences accessible to young people globally, whilst 100% committed to balancing profit with purpose.

About the role

After recent investment to reinvigorate BUNAC & USIT's brand, values and strategy, Inspire is looking for a talented Social Media Specialist to create and maintain brand promotions and marketing campaigns for BUNAC & USIT across multiple social media networks.

What you're accountable for

- Develop and own the organic and paid Social Media strategy across all social media platforms.
- Deliver creative and engaging social media campaigns that are aligned to the global marketing and brand strategy
- Engage with and grow our communities, and form key relationships with influencers across the social media platforms
- Create captivating multimedia content from a range of different sources
- Set up paid social activity to amplify your social media campaigns
- Manage the budgeting, reporting and analytics for all paid social activity
- Liaise with the marketing, sales and product teams to ensure your social media strategy is aligned to the wider business growth goals.

To apply

Email jobs@bunac.org with a CV and covering letter. If you have questions or would like an informal conversation about the role, email lucy.lynych@bunac.org.

Position Details

- Full time, Permanent
- Dublin or London or remote working (face to face meetings in either Dublin or London HQ every 1-2 weeks)
- Salary band: £25k-£35k

About you

We're keen to hear from people with the following skills and traits

- **Proven experience creating engaging social media campaigns for youth brands**, managing creative and technical implementation of marketing campaigns across multiple social media networks
- **Excellent storyteller**. You need to be able to write copy that captivates and build trust with our audiences in every post.
- **Creative flair**, use images and video to showcase our products and inspire our communities
- **Confident public speaker**, as the voice of our brands across all social media platforms it's important you feel comfortable in front of a camera!
- **Strong analytical skills**. You'll need to collect and manipulate data to build insights that inform budget and future campaign decisions.
- **Curiosity and adaptability**. Social media moves fast, and we need someone who is constantly researching new trends and can swiftly incorporate into our marketing campaigns.
- **Business acumen**. Engagement is great but you'll need to understand how social media fits into the business strategy to help achieve our ambitious sales growth targets
- **Commitment to the mission**. We want to work and travel accessible for all young people globally and we're committed to our values of transparency, getting sh*t done, caring with passion and doing it right.
- A degree in Digital Marketing, Business, Journalism, Communications, or a related field is desirable but not essential with the right experience.