

**SECRET
COMPASS**

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// achieve the extraordinary

COMMUNICATIONS DIRECTOR

Secret Compass is a Bristol-based expedition and adventure travel company. Our expeditions and projects seek to achieve the extraordinary in the world's wildest places. Secret Compass seeks a digitally aware Communications Director to manage marketing, PR and sales as the company expands its adventure travel offering in 2017 and beyond.

Outline of role

To direct and implement Secret Compass's overarching Communications Strategy in the broadest sense (PR, Marketing and Sales) while overseeing a Content and Community manager. All Communication outputs are managed in house including press and PR, marketing, design and website management and communication with clients. As a result, experience 'doing' rather than 'managing' these processes is required. With a huge amount of autonomy, this is a fantastic opportunity to be the key driver behind the development of a young and exciting adventure brand.

About you

As a talented communications specialist, you are passionate about the world of expeditions, adventure travel and exploration. You are probably already involved in adventure in some way. As a current communications manager or an ambitious marketing expert keen to take your next step, you'll have proven expertise across all marketing disciplines from strategy, press, digital marketing and brand development to events, the customer journey, monitoring and reporting.

Key areas of responsibility

- a. **PR.** Developing and managing a PR strategy.
 - Developing and maintaining relationships with journalists.
 - Designing and issuing press packs and press releases.
 - Conceptualising, developing and managing SC events.

- b. **Design and Marketing.**
 - Oversee content strategy (photo, video, copy) managed by the Content and Community Manager.
 - Oversee social media strategy managed by the Content and Community Manager.
 - Website copy and content.
 - Newsletters.
 - Partnerships.

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- c. **Sales.** Oversee all stages of client interaction, from initial enquiry through to booking, managed by the Content and Community Manager.
- d. **Management.** Responsibility for overseeing the Content and Community Manager, who is responsible for managing the SC community, specifically they manage:
 - Content and social media.
 - Customer journey: improving this process and its key touch-points.
 - CRM: generating insights from CRM software

Required skills

- **Strategy:** plan and implement strategies across the brief.
- **Press:** create compelling press releases and deal with requests confidently.
- **Brand:** act as brand guardian, ensuring the correct use of our brand and logo.
- **Digital content:** have a thorough understanding of the power and use of content in the digital space.
- **Customer acquisition and retention:** devise relevant strategies.
- **Design:** Manage website, and create marketing materials and merchandise in-house.
- **Writing:** possess excellent writing skills and be able to adapt to house styles.
- **Imagery:** have an eye for great photography and image selection.

Desirable skills

- **Reporting:** monitor and tweak Comms outputs to improve efficacy.
- **SEO and trends:** be aware of SEO tactics and digital/ Social Media trends.



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