



COPYWRITER

—
HEAD OFFICE
CAPE TOWN


THE ROYAL PORTFOLIO

SCOPE & GENERAL PURPOSE

The Copywriter at The Royal Portfolio will work at Head Office level, across our full portfolio of properties: an experienced luxury travel writer with demonstrated skills in web, email, print, and social media who connects with our guests and truly owns the messaging for our brand; a team player who proactively looks for opportunities to take our marketing to the next level; a meticulous, multitasking, organised go-getter who can digest direction, research missing pieces, suggest solutions, coordinate with others, and deliver a variety of creative ideas that hook the target audience with clear and compelling copy; someone who can not only polish the fine details, but also paint a big picture with words – whether in concise sound bites or flowing paragraphs.

MAIN DUTIES & RESPONSIBILITIES

- **Content Creation:** You'll create, design, curate, and publish relevant content that reaches and inspires TRP's target customers, including images, video, written and audio/podcast content, adhering to the company's visual guidelines and brand voice.
- Write clear, engaging copy with **our distinct brand voice** for a variety of media, including social, print, email, website and video.
- Interpret copywriting briefs to understand project requirements
- Ensuring the timely achievement of content production targets in kind, quality, and quantity
- Collaborate across multi-disciplinary teams with designers, PR and other professionals on marketing projects (e.g. email campaigns and landing pages)
- Present copy concepts and deliverables to internal team members
- Edit and proofread work to ensure a high standard
- **Blogging:** Create interesting and engaging blog posts and magazine articles for the luxury traveller
- **Social Media:** Create and proof-read copy for all our social media platforms
- Assist with managing campaigns including scheduling and publishing
- Research travel trends and build strategies to increase readership as well as time on channels and sites.
- **PR:** Assist with building the company's profile with publications, influencers, and Associations
- Conduct high-quality research and interviews
- Assist in the creative development and distribution of strategic PR pitches
- Proactively pitch media with tailored story angles to specific target outlets and journalists
- **SEO:** Use SEO principles to maximise content reach

QUALIFICATIONS

- Degree in Marketing, PR or Brand Communications essential
- Copywriting qualification an advantage
- Minimum six years' experience writing travel editorial content for digital and social
- Two years' experience in a digital marketing agency
- Portfolio of Luxury Travel writing work

Technical Skills Requirement

- WordPress
- Asana
- Google Analytics
- Keyword Planner
- Social Media platforms

Competency Requirements

- Passionate about Travel and Storytelling
- Deadline driven
- Attention to detail
- Multi-Tasker
- Team player

While you're a skilled writer and strategist, your greatest strength is in your creativity that leads you to design quality content that inspires The Royal Portfolio's guests.

Find out more about working at The Royal Portfolio on our [Career page](#) and apply via our [Candidate database](#).

When applying, please submit your **CV** as well as a **portfolio of luxury travel writing**.

It is important that the candidate is able to work as part of a team and is a good cultural fit for The Royal Portfolio.

South African citizenship is advantageous. A valid work permit is essential if you are not in possession of a South African ID document.

All new appointments at The Royal Portfolio's properties will need to show proof of vaccination against Covid 19.

CONNECT



[Facebook](#)



• [Instagram](#)



• [YouTube](#)



• [LinkedIn](#)

At the Royal Portfolio we are passionate about our guest experience. In order to achieve our Purpose, we seek to employ exceptional individuals whose personalities reflect our Purpose & Values

PURPOSE & VALUES

To give our guests a complete experience and a perfect stay

GUESTS

To be welcoming, genuine and warm
To provide value and superior, personalised service
To create an environment of relaxation and enjoyment

STAFF

To have a culture of mutual respect, trust and integrity
To recognise, reward and uplift
To have passionate and expert staff

COMPANY

To be financially sustainable
To uplift local communities
To promote conservation and protect the environment

ABOUT THE ROYAL PORTFOLIO

The Royal Portfolio is a collection of luxury hotels in iconic South African destinations including Royal Malewane in the Greater Kruger National Park, Birkenhead House in the whale watching paradise of Hermanus, La Residence in Franschhoek and The Silo Hotel in a converted grain silo in Cape Town's V&A Waterfront.