



Thomson Family Adventures

About Us

Thomson Family Adventures is a family travel company based in Watertown, offering adventures all over the world. With over 20 years in the business, we are dedicated to creating once-in-a-lifetime travel experiences for our guests. Our office is fun, friendly, and fast-paced. We love a good time, but we are serious about our commitment to our clients, our company, and the communities in which we work and operate.

This is a part-time position. Candidate must be able to work in-office.

Job Responsibilities:

Weekly Blogs

- Create, write, and edit blog posts

Digital Content

- Write all digital content (including but not limited to website copy, email copy, ad copy)
- Manage all social media accounts with a main focus on Instagram, Facebook, BirdEye and Twitter
- Create and maintain relationships with industry bloggers and writers (such as the Family Travel Association)
- Basic understanding of WordPress

Trip Management Database

- Familiarity with database entry
- Write copy for trip itineraries (including but not limited to activity descriptions, location overviews, hotel descriptions, web overviews)

Print Content

- Write copy for all print materials (including but not limited to yearly product brochure and direct mail campaigns)

Other

- Analyze data (email stats, guest polls, Google Analytics, etc. to make informed decisions about what language to use when writing copy)
- Copy edit and proofread a wide range of materials
- Maintain TFA style guide in adherence to AP style



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- Assist marketing team in planning and implementing detailed, targeted content strategies to aid sales and service teams
- Work with the marketing team, help develop and execute successful strategies and campaigns to broaden company reach and increase lead generation and conversion rates

Please submit cover letter and resume to Joel@thomsonsafaris.com.

If you do not submit a cover letter, we will not read your resume.