



## **Copywriter** at Bolthole Retreats

Cheltenham, Gloucestershire, UK

£28,000 - £30,000 a year

Full-time, Permanent

Driving Licence Required (travel to/from sites as required)

Schedule: Your working day will be 8.30 am to 5.00 pm or 9.00 am to 5.30 pm, Monday to Friday based in our office in Cheltenham.

### **Benefits:**

Company pension

On-site parking

Bonus scheme

Performance bonus

### **Experience:**

Copywriting: 2 years (preferred)

Bolthole Retreats is looking for an enthusiastic and experienced Copywriter to join our fast-growing business based in the centre of Cheltenham.

### **About us**

We are the leading independent agency for Cotswold holiday rental properties, and we work closely with owners and housekeepers to ensure that guests have a truly memorable stay.

We pride ourselves on our local knowledge, whether it be of a local farm shop, cycle routes, or events. Our aim is to enable guests to have the opportunity to enjoy authentic Cotswold experiences, from the Cotswold experts, in a lovely Cotswold property that suits their needs.



## **About you**

We're looking for someone who has strong, accurate writing skills and a genuine creative flair. Guests booking with us are buying into the dream of a beautiful country escape and our content needs to be compelling and tell a story, yet also be factually accurate.

If you can write enticingly and engagingly with accuracy and have a keen eye for detail whether you are writing about a small but perfectly formed shepherd's hut or a stunning 8-bedroom country house then we'd love to hear from you.

Ideally, you'll have 2+ years' experience writing about property and/or in the leisure travel market and be full of fresh ideas. Your background will include experience in creative writing in a professional capacity.

You'll need to be able to learn quickly and act on initiative and be appreciative of beautiful homes and the holiday home market. This role works closely with our property owners, and you will need to be a confident and tactful communicator, enthusiastic, sociable, and able to work well as part of a team

## **Job Description**

There's plenty of room for creativity within this role, so we're looking for someone who knows how to utilise their voice and writing skills. The successful candidate will be responsible for the following tasks:

- Visiting new properties with our photographers and meeting the owners to create the content for the house which includes the creative description for our website and third-party booking sites along with the welcome pack that we produce for each house.
- Writing guidebooks about local towns/villages
- Uploading work to booking platforms
- Writing blog posts
- Writing social media posts to promote new property
- We are a small team and there may also be general office administration tasks including answering the phone