

VACANCY

DIGITAL MARKETING SPECIALIST — SOCIAL MEDIA & CONTENT

About ENVI Lodges

ENVI Lodges is a wellbeing-driven outdoor hospitality brand, managing immersive natural retreats that restore guests through their connection to the environment. ENVI's lodges comprise individual units, villas, safari tents and pods, designed to immerse guests directly in the landscape. The brand's approach to wellbeing adapts to what that landscape offers. The principle stays constant: restoration comes from nature itself.

This is supported by ENVI's seven sustainability pillars, which govern everything from the mindful use of resources to support for local communities and the enhancement of biodiversity, ensuring that guest wellbeing and ecosystem health are treated as one system.

ENVI's approach to wellbeing is holistic and alternative, found through immersion, stillness, and a deep sense of place. With upcoming openings planned for 2027 across Saudi Arabia and Oman, ENVI Lodges continues to expand its footprint in extraordinary natural landscapes.

The Role

We are looking for a hands-on Digital Marketing Specialist with a strong specialism in social media content creation. This is a focused creative role for someone who knows how to turn a brand's stories, experiences and visual identity into engaging social content.

You will take ownership of ENVI's social media content planning and production across the brand and its properties. This includes building content calendars, designing posts and carousels, creating reels and short-form videos, writing captions, and working with property teams to source the photography, video and stories needed to keep our channels fresh and relevant.

You should have a strong visual eye, understand the standards of a luxury hospitality brand, and be confident using current design and editing tools.

Key Responsibilities

1. Social media content creation and calendars (core of the role)

- Plan, create and maintain monthly social media content calendars for the brand and each property.
- Design and produce posts, carousels, stories, reels and short-form video, mainly for Instagram, Facebook, TikTok, YouTube and LinkedIn.
- Edit photography and video to a consistent, luxury standard, and adapt content for each platform and format.
- Write engaging captions and storytelling that reflect our brand tone, and take all content through brand approval before publishing.
- Keep up with trends, formats and platform changes, and bring fresh ideas that suit a luxury wellbeing brand.

2. Content sourcing and coordination with the properties

- Work with each property to gather photos, video, guest moments and stories, and brief property teams on what to capture.

Key Responsibilities

- Build and maintain an organised, well-labelled image and video library across the portfolio.
- Plan content shoots and work with photographers, videographers and selected content creators or influencers when needed.

3. CRM, CAMPAIGN TRACKING AND THE GUEST JOURNEY

- Record and track every marketing initiative in the CRM (such as HubSpot campaigns): each campaign, social post push and paid ad, with UTM tracking and lead source attribution, so the team can see which activity drives enquiries and bookings.
- Keep campaign records, dates, spend and results up to date, and report on ROI and attribution together with the Marketing & CRM Manager.
- Work with the Marketing & CRM Manager so that all social media and website enquiries are captured in the CRM, and so that content is used in segmented newsletters and nurture flows.
- Understand the guest journey, from inspiration on social media and our website through to enquiry, booking, stay and post-stay, and make sure our content supports each stage.

4. COMMUNITY AND PERFORMANCE

- Manage comments and direct messages in our brand tone, and pass booking enquiries promptly to the sales team.
- Track engagement, reach, follower growth and content performance, and use the insights to improve the content plan.
- Prepare a short monthly social media report with results and recommendations.

5. PAID SOCIAL AND OTHER DIGITAL SUPPORT (SECONDARY, AS TIME ALLOWS)

- Supply creative for paid campaigns on Meta and Google, and support simple boosted posts and ad testing.
- Help with light website and newsletter content, such as images, offers and short copy, when time allows.

Key performance indicators

- Content calendars delivered on time for the brand and each property, with all content approved before publishing.
- Growth in engagement rate, reach and followers across our main platforms.
- Volume and quality of reels and short video published each month.
- A complete, organised content library, with regular content received from every property.
- 100% of campaigns, post pushes and paid ads logged in the CRM with UTM tracking and lead source attribution.
- A monthly attribution and ROI report, prepared with the Marketing & CRM Manager.
- All social media and website enquiries captured in the CRM; response times to comments and messages.

Requirements

ESSENTIAL

- At least 2–3 years' experience in social media content creation, ideally in luxury hospitality, travel, wellness or lifestyle.
- A strong portfolio of luxury, hospitality or lifestyle content you created yourself, including reels and short-form video.
- Advanced skills in Canva and Adobe Creative Suite (Photoshop, Premiere Pro and/or After Effects, Lightroom) and CapCut.
- In-depth knowledge of Instagram, Meta Business Suite and other social platforms, including their analytics.
- A strong eye for design, photography and visual storytelling.
- Excellent written English and caption writing.
- Hands-on CRM experience (ideally HubSpot), including campaign tracking, UTM parameters and lead source attribution, and an understanding of the customer journey in travel and hospitality.
- Well organised, able to plan ahead and deliver content on schedule.

DESIRABLE

- Working knowledge of Meta Ads Manager and Google Ads.
- A degree or diploma in digital marketing, design, media or communications.
- Photography and videography skills, including mobile and drone content.
- Experience with influencers and content creators; a second language such as French, German or Italian.

How to Apply

Select **Apply** > to submit your application, including your CV, a short cover letter and a link to your portfolio (social media accounts, reels or videos you have created).

Please submit your application by **30 November 2026.** Only shortlisted candidates will be contacted.