



# LAND & LAKE SAFARIS

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[www.landlake.net](http://www.landlake.net)

[info@landlake.net](mailto:info@landlake.net)

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## WE'RE HIRING!

### **Public Relations & Marketing Coordinator**

Location: Lilongwe with potential for occasional travel

Type: Full time, permanent

#### **About us:**

We are a unique and growing business with three distinct yet interconnected entities; a cozy café, a charming forest lodge and an in-bound tour operator. We pride ourselves in offering a blend of great hospitality, local experiences and unforgettable adventures. We're now looking for a passionate, creative, and results-driven individual to help elevate our brand and drive growth across all sectors.

#### **Job Overview:**

The Public Relations and Marketing Coordinator will be responsible for executing marketing strategies across all our ventures. From running the social media pages and developing promotional material to managing our websites and engaging with guests and industry professionals, this person will play a crucial role in driving our brand forward. You'll need to be an all-rounder – Someone who is comfortable creating captivating content as you are speaking with agents and partners.

#### **Key responsibilities:**

1. Social Media Management
  - Create and manage content (Instagram, Facebook, Twitter, LinkedIn etc.) across all three business entities
  - Develop content calendars, manage posts, engage with followers and monitor performance metrics
  - Stay up to date with latest social media trends and create strategies to boost engagement and reach
1. Promotional Material & Campaigns
  - Design and distribute promotional materials such as flyers, posters, newsletters and digital ads.
  - Develop email marketing campaigns for special offers, events and announcements

- Craft compelling stories and messaging that align with our brand values.

1. Website Management

- Oversee website content updates and ensuring our websites are SEO-friendly and reflective of our brand voice

- Optimize landing pages for lead generation and conversions

1. Market Research & Trend Analysis

- Stay informed on industry trends, customer preferences and competitor strategies to continuously improve our marketing approach

- Conduct regular market research to identify new opportunities for growth and differentiation

1. Guest & Partner Engagement

- Build and Maintain relationships with international travel agents, industry professionals and potential corporate partners.

- Communicate directly with guests (Both pre and post arrival), ensuring they have a great experience and are encouraged to share feedback and reviews

- Coordinate partnerships and collaborations with other industry players to expand our reach.

1. Brand Strategy & Positioning

- Help shape and communicate the overall brand strategy, ensuring consistency across all platforms.

- Lead creative brainstorming sessions for new promotions, events and offerings.

### **Required Skills and Qualifications:**

- Recognized marketing related qualification.

- Proven experience in marketing or digital marketing, ideally with exposure to hospitality & tourism or F&B sectors.

- Expertise in social media platforms and tools including Wix & Canva

- Strong communication and copywriting skills; ability to craft engaging content that resonates with various audiences.

- Comfortable with analytic tools (Google, Wix, Social Media etc.)

- Creative thinker with the ability to execute innovative marketing campaigns

- Self-Motivated and highly organized with the ability to manage multiple tasks simultaneously.

- A passion for travel, nature, food and culture is a plus!

- Knowledge of photography or videography

Interested individuals please send an application letter, outlining why you feel you are right for this position, with your cv to [info@landlake.net](mailto:info@landlake.net)