



**ROLE: LEAD: COMMUNICATIONS**  
**BASED IN CAPE TOWN**  
**(PERMANENT)**

We are seeking a dynamic and creative Communications Lead to join our marketing team in Cape Town. This role is ideal for a passionate storyteller who excels at bringing extraordinary experiences to life through compelling digital content and strategic communications. This role will be responsible for managing our global social media presence, crafting engaging content that captures the magic of Antarctica, and driving our digital communications strategy across multiple platforms.

The successful candidate will play a crucial role in sharing White Desert's unique story with audiences worldwide while maintaining our position as the premier luxury Antarctic experience provider.

**The Company**

- Founded 20 years ago, a unique, multi-award winning company with high global reach (clientele and employees).
- The only company to offer a commercial private jet service to the Antarctic continent
- Renowned for their top end luxury and exclusivity
- Extremely complex value chain with extraordinarily high logistical expenses that enable transportation to, and accommodation of guests on the continent.
- Highly seasonal business which results in the need for careful planning in both the high and low seasons.

**The Role**

**1. Social Media Management & Strategy**

- Working with the Marketing Manager, develop and execute comprehensive social media strategies across all White Desert-owned platforms.
- Create, curate, and schedule engaging content that aligns with brand voice and sales and marketing objectives.
- Monitor social media trends and identify opportunities to enhance brand visibility, particularly within the luxury travel sector.
- Engage with our community through comments, messages, and user-generated content.
- Maintain a repository of collaboration requests (influencers, Press, Photographers) that can be reviewed annually alongside the Marketing Manager.
- Collaborate with the on-ice teams to capture real-time content from Antarctica.
- Analyse performance metrics and provide detailed monthly reporting with actionable insights.

**2. Content Creation**

- Write compelling copy for social media posts, captions and newsletter campaigns.



- Research, write, and publish engaging blog posts about Antarctic expeditions, wildlife, and guest experiences.
- Working with the marketing manager, create content calendars that align with sales initiatives and expedition schedules.
- Coordinate with photographers and videographers to ensure consistent brand aesthetics.
- Adapt content for different platforms while maintaining brand consistency.
- Design, execute and report on personalised email marketing campaigns using platforms like Mailchimp, ActiveCampaign or similar.

### **3. Website Management**

- Update website content regularly, ensuring accuracy and freshness
- Coordinate with web developers for technical updates and improvements
- Ensure the website reflects current expedition offerings and company messaging

### **4. Brand Communications**

- Maintain a consistent brand voice across all communications channels
- Support PR initiatives and media relations when required
- Assist with crisis communications and reputation management
- Collaborate with international partners and agents on co-marketing efforts

### **The Person**

- Creative storyteller with a passion for adventure and exploration
- Detail-oriented with excellent organisational and time management skills
- Collaborative team player who thrives in a dynamic, fast-paced environment
- Self-motivated with the ability to work independently and take initiative
- Adaptable and comfortable with changing priorities and expedition schedules
- Genuine enthusiasm for Antarctica, wildlife, and sustainable tourism
- Professional demeanour suitable for representing a luxury brand

### **Required Experience And Skills**

- Minimum 3-5 years of proven experience in social media management, preferably for premium or luxury brands.
- Demonstrated expertise in social media strategy development, content planning, and performance analysis
- Strong portfolio of copywriting and storytelling work, preferably in travel, luxury, or adventure sectors.
- Website management experience, including content updates, basic SEO, and analytics.
- Excellent written and verbal communication skills in English
- Bachelor's degree in Marketing, Communications, Journalism, or related field
- Proficiency in social media management tools (Hubspot, Metricool, Buffer etc.)



- Experience with analytics tools (Google Analytics, social media insights, email metrics).
- Strong project management skills with ability to manage multiple campaigns simultaneously.
- Experience in the travel, tourism, or adventure industry
- Knowledge of luxury brand marketing and high-net-worth customer communications
- Photography and basic video editing skills
- Experience with paid social media advertising and budget management
- Understanding of influencer marketing and partnership development
- Familiarity with Antarctic wildlife, geography, and exploration history
- Experience working with international audiences and time zones

### **General**

- The above outlines the primary responsibilities for the roles/duties, is not exhaustive and may be changed at any time, dependent upon the operational requirements of White Desert Limited and within the parameters of the position; and
- In addition, there is an all-embracing expectation that each team member will work collaboratively within the team framework and that each team member is responsible for maintaining a supportive environment in line with the White Desert ethos.

### **Location**

- Cape Town, South Africa

**Please send your CV to [Careers@white-desert.com](mailto:Careers@white-desert.com). Include the position you will be applying for in subject line.**