



Location: Hybrid role based in Eswatini with flexibility for partial remote work

Department: Marketing - All Out Africa Tours, Projects, AOA Foundation and Lodges

Salary: Competitive salary package depending on experience

Closing: 31 May 2026

Overview

All Out Africa is seeking a creative and driven Digital Content & Social Media Manager to help tell the stories of our tours, volunteer projects, conservation initiatives, and lodges across Southern Africa.

This is an exciting opportunity for someone passionate about digital storytelling, travel, conservation, and youth-focused marketing to create engaging content across multiple brands and platforms while helping grow one of the region's leading volunteer and educational travel organisations.

The successful candidate will work across:

- **All Out Africa Tours** - scheduled and custom tours across Southern Africa
- **All Out Africa Projects** - volunteer and educational travel programmes
- **All Out Africa Foundation** - community and conservation initiatives
- Associated lodges and accommodation businesses within the group

We are particularly interested in candidates who can effectively use AI tools to improve marketing efficiency, streamline workflows, enhance content production, and support organisational systems.

Key Responsibilities

Content Creation & Social Media

- Produce and manage engaging photo, video, and written content across social media platforms
- Capture media across tours, volunteer projects, lodges, and events
- Plan, schedule, and optimise social media campaigns and audience engagement
- Maintain consistent visual identity and brand messaging across all platforms
- Assist with digital marketing campaigns, blogs, websites, brochures, and promotional materials
- Monitor and report on social media and campaign performance



- Assist with updating websites, programme pages, and online content
- Support integration between websites, blogs, booking systems, and social media platforms
- Improve the use of AI within marketing and organisational systems to improve efficiency and automation
- Maintain organised digital filing systems for media and marketing assets
- Coordinate with operational teams to capture relevant stories, experiences, and activities

Growth Opportunities

- AI integration into organisational systems
- Google Ads and paid digital campaigns
- Website development and SEO
- Longer-form video production
- Broader digital marketing strategy

Requirements - Essential

- Strong interest in social media, digital marketing, and digital storytelling
- Experience creating content for social media platforms
- Skills in video editing and/or photography
- Comfortable using platforms such as Instagram, Facebook, TikTok, and YouTube
- Good organisational and time-management skills
- Ability to work independently and take initiative
- IT literate, including familiarity with Google Drive and cloud-based systems
- Diploma in Marketing, Media, Communications, or a related field

Requirements - Desirable

- Experience managing social media or digital marketing for a business or organisation
- Experience using AI tools such as ChatGPT and implementing AI-supported workflows
- Experience with Canva, Adobe Suite, or other design/editing software
- Familiarity with Google Ads and analytics tools
- Experience with WordPress or website management
- Interest in travel, tourism, conservation, or community development
- Valid driver's licence advantageous
- Willingness to travel occasionally to project and lodge locations

What we're looking for

- Creative and visually driven
- Highly organised and self-motivated
- Comfortable working independently
- Adaptable in a fast-moving environment
- Passionate about travel, conservation, and storytelling
- Eager to experiment with new digital and AI tools
- Reliable with strong attention to detail
- Understanding of brand consistency and audience engagement

Why Join All Out Africa?

This is an opportunity to work across conservation, travel, education, and hospitality while helping tell meaningful stories that inspire people from around the world to engage with Africa, conservation, and community development.



How to Apply

Please email:

- your CV
- a short cover letter
- portfolio/examples of work or social media accounts
- and 3 professional references

to: jobs@alloutafrica.com

Subject line: **Digital Content & Social Media Manager Application**

Shortlisted candidates will complete a short practical editing task using supplied media footage.
