



Voluntary Position Description and Person Specification

Position: GenYTravel Blogger

Type: Voluntary position

Background

GenYTravel (GYT) Bloggers work independently to produce content for the website <http://genytravel.com>

They provide insight into travel news and useful resources to a new generation of smart travellers in the form of regular blog posts about their own travel experiences. We currently have a small group of blogging community and we are now seeking 24 Gen Y Travellers all over the world who wish to join our travel blog community on a voluntary basis.

Blog posts will be relevant to the travel experience and personal to the author, reflecting their opinions and experiences. Bloggers will create their own content, in liaison with other GYT Bloggers to avoid duplication of topics, and topics may also be suggested by the GYT Blogging Team.

GYT Bloggers will respond to any comments generated by their blogs.

This is a casual, voluntary position and as such, Bloggers will have no set working hours. Bloggers however need to commit to writing on average at least **three blog posts per month** (ideal is four per month).

Free training materials will be provided, together with ongoing developmental support. Working as a GYT Blogger offers opportunities for skills development and will provide Blogger with evidence of transferable skills for their CV.

Why volunteer as a GYT Blogger?

Blogging, and more specifically blogging for the travel community, comes with many advantages. It's an opportunity to become a better writer – perhaps to prepare for work in journalism, copywriting or within the media. Blogging is a great way of fine tuning written skills.

Blogging can help build up a network of people who read and comment on the site. Blogging is also a good opportunity to be reflective. Reflecting on your experiences, journey or writing skills is a great way of personal growth.

Finally, blogging will provide evidence of transferable skills on your career. Not only does it give evidence of your knowledge, but it also shows commitment and eagerness – skills that employers are increasingly looking for.

Voluntary Job Role

Bloggers will write and post an article for the blog on a regular basis (on average at least three blog posts per month as a minimum requirement), and reply to any comments generated. They will also subscribe to other blogs and make relevant comments where appropriate.

Blog posts will be relevant to the travel experience and personal to the author, reflecting their opinions and experiences. The language of the blogs should feel natural, friendly and honest.

Bloggers will also monitor the comments section of the blog site for spam or offensive comments, and delete as appropriate.

The above list is not exclusive or exhaustive and Bloggers will be required to undertake such duties as may reasonably be expected within the scope of their role. All Bloggers are required to be professional, co-operative and flexible in line with the needs of the role.

Person Specification

The person specification below indicates the criteria that will be used in selecting Bloggers. It is therefore essential that you provide evidence of how you meet each of these criteria in your personal statement on the application form.

The person specification also indicates the criteria which will be assessed through your sample blog post.

Experience

- Awesome travel experience
- Some prior experience of writing creatively

Skills

- Ability to communicate effectively to people of all ages and backgrounds
- Good time management skills and being reliable
- Organised with the ability to be flexible
- Ability to create interesting new blog content by using own initiative
- Excellent communication and written English skills, including grammar and spelling

Personal Qualities

- A positive attitude towards and enthusiasm for the travel industry
- Friendly and approachable

Blogger whose application is successful will receive our Blogger Welcome Kit.