
Job Title:	Website Assistant
Reports To:	Website Manager
Based:	Cambourne Head Office, after initial training period Hybrid 3 days in the office and 2 from home
Salary:	Competitive depending on experience
Hours:	Full-time 37.5 Hours per week, Monday to Friday.

Job Summary – Website Assistant (Entry Level)

Join us on an exciting journey and help shape the future of travel across the **Premier Travel Group**, which brings together **Premier Holidays Limited (tour operator)** and **Premier Travel Agency (travel agency)**.

As we continue to grow, innovate, and celebrate our 90th anniversary milestone in 2026, we are looking for a passionate and detail-oriented Website Assistant to support the development, performance, and consistency of our digital presence across both brands.

At Premier Travel Group, our ambition is to remain the trade's go-to specialist for tailor-made long-haul experiences and a trusted leader across both tour operations and travel retail. This entry-level role offers an excellent opportunity to begin a career in digital marketing and website management, gaining hands-on experience across multiple websites, audiences, and campaign environments.

Working closely with marketing, commercial, and product teams across both Premier Holidays and Premier Travel Agency, you will help manage and update website content, support the delivery of campaign activity, and ensure a seamless and high-quality user experience across all digital touchpoints. Your work will include building and scheduling campaign landing pages, maintaining holiday and travel content, editing and optimising imagery, and ensuring consistency and accuracy across all websites.

You will also gain exposure to SEO best practices, analytics reporting, and digital content optimisation, while developing practical skills in CMS management, basic HTML/CSS editing, and website performance support.

This is an ideal opportunity for someone starting their digital career who is eager to learn, highly organised, and passionate about travel and web content. If you enjoy working across teams, have strong attention to detail, and want to grow within a dynamic and supportive travel business, we'd love to hear from you.

Main Duties and Responsibilities

- Support the management of holiday offers on three different websites (PH & PTA and Channel Islands Direct)
- Support the delivery and maintenance of campaign messaging on multiple websites (PH & PTA and Channel Islands Direct)
- First line support for website queries, including online booking liaison with internal departments, troubleshooting problems and performing user checks
- Liaise with internal and external developers on support issues and larger projects
- Build and scheduling campaign landing pages in line with marketing and commercial calendars
- Working closely with Sales, marketing and commercial teams to ensure campaigns are delivered accurately and on time
- Edit and update destination and tour content (Premier Holidays)
- Support optimisation of website journey to improve conversion rates and engagements
- Assist with A/B testing of landing pages, messaging, and calls to action

- Manage and maintain website content using a shared CMS, including updates to offers, campaign pages, and core website content.
- Sourcing, optimising and managing imagery and other media assets (resizing, alt text, naming conventions)
- Basic on-page SEO including meta titles, descriptions, headings, internal linking, and support with structured data and redirects
- Monitoring and reporting on website performance using Google Analytics and Search Console, and iterating on content based on insights

Essential skills and experience:

- Comfortable with basic HTML and CSS
- Basic image editing skills (e.g. resizing, optimisation for web)
- Understanding of SEO principles and on-page optimisation
- Strong written English and high attention to detail
- Familiarity with Google Analytics (GA4) and Google Search Console

Desired skills and experience

- Experience with Joomla
- Good JavaScript knowledge (React & Vue front-end frameworks is a bonus)
- Understanding of Core Web Vitals and page performance principles
- Familiarity with SEO tools such as Ahrefs

What's in it for you:

We're a friendly, approachable team who value our people. We listen to our staff, treat everyone fairly, celebrate long service and loyalty, and pride ourselves on being flexible, fun, and sociable — creating the best possible environment for our employees to thrive. We offer:

- Hybrid office/work from home (number of office days dependent on work pattern, after initial training period)
- Annual company profit share bonus
- Great discounts on your own holidays (plus generous friends and family discounts)
- 21 days holiday plus UK bank holidays, increasing with length of service
- Standard Life Pension
- Regular social events: Summer Party, Christmas Party, Quiz nights, brochure launches and a social fund to spend on team building events
- Become part of the Premier family and experience a supportive company culture that fosters teamwork and cross-department collaboration
- Be a person, not a number! We value all of our employees and strive to create an inclusive and welcoming work environment
- Free onsite Parking
- Annual Paid Volunteer in your Community Day

What are the hours for the role?

Working Monday to Friday, 9:00 to 17:30 with an hour's lunch, once completed initial training period the role will then be hybrid, 3 days in the office and 2 days from home.

A bit about Premier

Premier Travel Group (made up of Premier Holidays and Premier Travel) are an independently owned, family-run travel company that has proudly been operating locally for over 90 years. Over half of our team of 245 have been with the company for more than 10 years, which says a lot about our company ethos and experience in selling holidays. Both companies have won numerous travel industry awards over the years with the Premier brand being very well known and respected within the trade.

Premier Holidays Limited is the tour operation side of the business offering a wide range of holiday destinations, which include the Channel Islands, Far East, Sri Lanka, Middle East, Southern Africa, Indian Ocean, USA, Canada, Australia, New Zealand, and the South Pacific. We are well known within the travel industry as the market leader for Channel Islands holidays and as a long-haul specialist with a team possessing extensive experience in creating long haul, tailor-made multi-centre holidays. Our wide range of inspiring brochures can be found in most Travel Agencies across the UK and our knowledgeable staff are always on the end of a phone line to offer invaluable holiday advice and personal recommendations.

Premier Travel Limited is the East of England's leading independent travel agency with 32 branches across the East and Southeast of England, twelve of which are in the Cambridgeshire area. Our Travel Consultants pride themselves on their excellent travel knowledge, high levels of customer service and the personal touch that keeps our many loyal customers coming back to us again and again.

Data Privacy

Before applying for this position please view our [Careers Site Privacy Policy](#). By submitting your application, you are confirming that you agree to the processing of your data as outlined in our [Careers Site Privacy Policy](#) and that we can keep your CV and application on file for up to two years.