

— Building brands people
want to be part of.

JOB DESCRIPTION

Senior Content & PR Specialist

Midlands Suffolk London

StrategiQ[®]

Suffolk Office

Unit 16 Brightwell Barns,
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Midlands Office

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Senior Content & PR Specialist

Formal Job Title

Senior Content & PR Specialist

Place of Work

Brightwell Barns, Suffolk

Type

**Full Time,
Permanent**

Hours of work

**8:45 - 17:15
Mon-Fri**

The Cowshed, Warwickshire

Reporting to

The Head of Marketing

Last Edit Date

09 06 2020

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at StrategiQ. This description will allow both parties to judge whether you are succeeding in what you're doing and also how you might excel within the role.

Our Values

- **Fuelled by ambition**

We always strive to be better. By refining our processes, researching new ideas and developing our skill sets, we collectively achieve more than we or our clients ever believed possible.

- **Commercially-minded**

Our business is founded on creative and technical expertise but driven by a deep awareness of business needs and what a company must do to thrive. We invest in our clients' marketing like it's our own.

- **Championing expertise**

We continually develop, cultivate, inspire and nurture everyone in our team. Through training, stability, support, relationships, rewards, celebrations and fulfilling ambitions, we all rise together.

- **Genuinely caring**

Clients are placing their business in our hands, and this responsibility informs everything we do. We're a partner in their success and don't rest until they're moving forward.

Be ambitious, be commercial, be an expert, be caring, be StrategiQ.

Our Elevator pitch

We exist to grow businesses and people into more than they ever thought possible.

We work collaboratively and intelligently across all marketing channels: branding, websites, design, UX, SEO, social media, PPC, PR, email, content and video. We connect business needs with integrated marketing strategies that deliver results.

Our Behaviours

- We take personal pride and responsibility in the quality and impact of our work, using clients' strategy objectives for guidance and validation.
- We are never just "ticking off tasks" - we identify the value in what we are doing and ensure we are working in line with company processes and standards to help our clients grow.
- We have a natural desire to learn and develop our expertise whilst staying abreast of industry trends and best practices.
- We are honest, transparent and confident in our opinions whilst collaboratively respecting those of others. Making a mistake or saying "I don't know" is fine.
- We regularly share our thoughts and ideas with colleagues and line managers to refine our processes, develop teamwork, foster creativity and achieve results.
- We work beyond the boundaries of our own roles to ensure we deliver results against clients' business strategies and objectives.
- We communicate with peers across departments to ensure we execute the best possible deliverables and achieve results.

Company Operational Standards

Responsible for your own day-to-day time management, you will be expected to plan your diary in advance to allow your allocated work to be completed on time.

Monthly

- Plan your time in the Scoro planner view in line with client priorities, to provide full visibility of your working day, week and month to the wider team.
- Attend a regular monthly coaching session to track the progress of personal and career goals against your Quarterly Coaching Document.
- Consistently maintain your Training Record to reflect all training and R&D supportive of your personal and career goals. Training Records and Manuals are to be presented to your Line Manager in PDPs.
- R&D – appropriately schedule 'research and development' time to maintain your own skills and drive results for our clients.

Fortnightly

- Attend the fortnightly company Monday Morning Meeting, contribute to share good news, progress against personal goals, updates, challenges and ideas for how we can improve as a team and company.

Weekly

- Attend the weekly Departmental Operations Meeting.
- Toward the end of each week, you should be looking at the week ahead to ensure that your GSuite Calendar and Scoro task planner is fully up-to-date where possible to provide visibility to others and planning for yourself. A week's calendar planning should be visible at all times.
- Provide all clients (that you are leading) with consistent weekly updates relating to work completed against milestones, overdue deliverables from clients and general progress.

Daily

- Scoro – to maintain an accurate account of progress for each project worked on to ensure they accurately reflect progress. All completed work must be time-tracked in order to record actual time spent.
- Storage & Filing – all client assets and files must be accurately stored within the Google File Stream folder structure to ensure they are accessible to all members of the team at all times.
- Raise any critical concerns or issues with problems directly with your Line Manager as they happen.
- Maintain adherence to all company policies around Data Management and Security.

The Role

The Senior Content Strategist is responsible for campaign-based content that generates results for our clients. As the go-to content marketer in the agency, you will be the flag bearer for ensuring that the content we create (across any medium) is more than 'just a blog', generates positive PR and has a tangible impact on the results we aim to achieve for each client.

You will work with the wider StrategiQ team, our copywriting network and our clients to research, brief, write and subedit and promote content that is aligned with the client marketing goals and objectives outlined in their strategy documents, while writing campaign plans to take ownership of the structure and performance of our content marketing campaigns.

Responsibilities

- In collaboration with the client services team, create and execute campaign plans that maximise the impact of our content.
- Work with the other specialists in the team - demonstrating your depth of marketing knowledge - to collaborate on results-focused campaigns.
- You will be responsible for ensuring all our clients have an up-to-date content plan with a 3 month pipeline of content direction and ideas, reviewed on a regular basis against their strategy.
- Ensure that your writing is thoughtful, accurate, well-researched and engaging, while resonating with the unique audiences of each of our clients.
- Maintain a thorough and up-to-date understanding of our clients' businesses and how they work, in order to inform the research of content ideas using industry-leading tools.
- Communicate effectively with clients and third parties to source the information you need to write compelling blogs, articles, interviews, guides and whitepapers.
- Research and accurately maintain a CRM or database of contacts and websites that could be contacted in order to generate PR for our clients.
- Contact people on behalf of clients - being sure to adopt their brand tone of voice - through whatever means necessary to get results, be that email, phone, mail, social media or communities/ forums.
- Provide creative solutions to PR and link building, including finding ways to generate links without content such as brand reclamation, image attribution, community/ forum contributions, competitor link audits and any other solutions devised alongside the SEO team.
- Use your strong writing skills to provide quick comment on behalf of clients for articles and contribute to the company blog.
- Consistently analyse your work to assess the impact it has had on KPIs such as rankings, traffic and conversions.
- Build and maintain relationships with useful third parties, including copywriters, publishers, journalists and editors.
- Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with emerging legislation that impacts content marketing.

Behaviours

- Able to meet tight deadlines and remain calm under pressure.
- Highly organised and self-motivated - you ensure that your key daily/ weekly/ monthly milestones are always met.
- You spark with creativity and see your ideas through to completion.
- Eye for detail - your content is always well written and grammatically correct.
- You communicate consistently well with clients and colleagues.
- Positive attitude to challenges and change.
- Aware. You show an eagerness to be involved in and absorb relevant conversations around you to further your knowledge of all areas of marketing.
- You ensure that you extract a thorough brief and then 'get stuck in' to get the work completed to a high standard.
- You are fully entrenched in StrategiQ's business objectives and company standards.
- Eagerness to grow within the company and develop the content marketing service line.

Skills

- Thorough understanding of marketing strategy and how the different channels combine to create a high impact marketing campaign.
- Experience of writing marketing strategies and campaign plans.
- Able to research and capitalise on opportunities for media coverage and backlinks.
- Outstanding writing skills and a versatile style that maximises the brand voice of each and every one of our clients.
- Eye for detail and a thorough approach to everything that falls within your working day - most notably the quality of content that we put our name to as an agency.
- Have a methodical and structured approach to research that allows you to generate content ideas that will have an impact on the campaign goals of our clients.
- A confident and considered style of questioning clients and third parties to draw key information and ideas from them that will enhance your content.
- Strong working knowledge of popular content management systems including WordPress and Magento.
- A creative flair that brings life to our content while not losing sight of the core objectives - be that to generate leads, demonstrate thought leadership, sell products or inform.
- An analytical eye and general interest in using data to influence and assess your work.
- The ability to confidently articulate ideas and opinion to your Line Manager and - where appropriate in a structured setting - the wider team or clients.

Performance Metrics and Responsibilities

- GWC 22+ People Analyser
- Quarterly service line account growth 10%.
- Client have achieved Service line KPI's metrics
- Individual NPS 90%

Excelling within the role

At StrategiQ we foster an environment of innovation, excellence and thought leadership. Within this role - you may be able to support the business further by contributing outside of your standard duties. Examples of how you may excel within the role are as follows:

- **Take the lead**
Take the lead on pioneering our content marketing offering - turning it into a highly profitable and results-focused service line for the agency.
- **Outstanding case studies**
Produce case study level work that contributes to the Directors and account management team being able to upsell content marketing as a service to new and existing clients.
- **Analyse the results**
Thoroughly analyse the tangible results of your work and report these upwards. We are results-focused as a business so it is important that all individuals are aware of results yielded by our marketing efforts..
- **Industry recognition**
Contribute thought leadership to internal and external communications.
- **Peer recognition**
Frequently recognised through the comments of your colleagues for your work and attitude within the company monthly MVP programme.

The listed examples above are for illustrative purposes only and do not replace personal and company objectives tracked within your PDP.

Benefits

- Dedicated time for Research and Development
- Competitive salary inline with your talent, skill and experience
- 23 days holiday per year plus all British Bank Holidays
- The opportunity to attend leading industry conferences and events
- The opportunity to participate in training and certification programmes
- Inclusive fruit and hot beverages within the office
- MVP recognition programme
- Be part of a culture for learning and development
- Company-wide bonus scheme

- Inclusive gym membership (Suffolk Office)
- Annual employee awards