

JOB DESCRIPTION

Content Manager

The Role

The Content Manager eats, sleeps and breathes highly effective and strategically placed content. You'll be responsible for building, implementing and monitoring content strategies for a portfolio of clients across multiple sectors.

You'll have an impeccable eye for detail and strong written communication skills, alongside a deep understanding of brand tone of voice. Using ongoing monitoring and reporting, you'll adapt and hone messaging to ensure it delights audiences in the right places at the right time.

You'll also have proven project management skills and will need to work collaboratively with other teams to develop world class content that both underpins and elevates integrated marketing strategies. You'll need experience and a firm understanding of different platforms for distribution and types of content, from social media and blog posts through to digital PR, email and SEO.

Responsibilities

- Working with the content writing, graphic design, web development, and social media teams to plan, create, and distribute engaging and thoughtful content.
- Proofreading and editing content developed both in house and externally according to each client's brand guidelines.
- Developing a comprehensive content strategy for multiple clients, implementing highly targeted content on the appropriate channels.
- Reviewing analytics and search performance reports and data dashboards to assess the success of content marketing initiatives.
- Assisting with outreach and amplification and digital PR initiatives to improve search engine ranking scores on client websites.
- Performing regular content audits to ensure content is accurate, optimised, updated, and relevant to each target audience
- Creating and maintaining a streamlined content calendar for each relevant client that is aligned with their strategy objectives and integrated with other marketing activities.
- Ideating and leading creative content sessions alongside the marketing and creative team.












Skills

- Excellent written and verbal communication skills.
- Meticulous attention to detail and a stringent and detailed approach to project management.
- Highly proficient in Google Analytics.
- Highly proficient in social media analytics.
- Excellent time management skills.
- Bachelor's degree in marketing or a related field.
- At least 2 years' experience in a senior content marketing role.
- Proven PR experience both in process and standards
- Experience in leading clients and teams
- Experience with online community building.

Salary

- £35,000-60,000 per annum

Benefits

-  Dedicated 1-Day R&D/Training
-  Flexible Working, offices in London, Leamington, Ipswich
-  Excellent onsite barista coffee and cafe (all offices)
-  Competitive Salary
-  15" Macbook Pro, 27" Monitor
-  Generous Holiday
-  Inclusive fruit and hot beverages within the office
-  Inclusive gym membership (Suffolk Office)
-  Amazing clients across all sectors
-  Annual employee awards
-  Conference & training budget