

Content Strategist & Copywriter

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As Content Strategist & Copywriter within StrategiQ's Content & PR team, you'll play a vital role in pushing our service line forward - by ensuring all existing client strategies are delivered to the highest standard and by helping create new opportunities and win new business. You will own the day-to-day execution of client content strategies underpinned by clear aims, KPIs and a tactical delivery plan to hit objectives.

When you're working on copy, you'll bring an obsession with the power of words and their ability to drive behavioural change to your work with clients across a range of industries. You'll use your eye for detail and flair for storytelling, along with your ability to adapt your style to your audience, to engage clients with the power and potential of great content. Whether you're working on SEO-focused blogs, digital PR campaigns or data-driven white papers, you'll use your skills with language to ideate, plan and write content that delivers results.

As part of the Content & PR team your work touches every service line in StrategiQ, so you'll work with colleagues in all departments, taking ownership of your work and often working at pace to make an impact for our clients.

Skills & experience we want you to bring and develop

Technical skills and experience

Content - well-rounded approach and knowledge across all areas of content with experience including content & PR strategy ideation, content writing, content SEO briefs, copywriting, optimisation, content audits	Essential
Copywriting - able to vary voice, style and tone with experience working across a range of industries and different target audiences	Essential
Knowledge - obsessed with your craft, you regularly absorb and teach the latest trends, news and tactics to share best practices and campaign examples with our clients and wider marketing team. You have expert knowledge of how content marketing works and its role in the marketing mix	Essential
Content SEO - creating content strategies and ideation calendars using tools like BuzzSumo and Ahrefs, writing content briefs for others to follow which incorporate SEO best practice	Essential
Creativity - raising the bar on creativity creating content that engages across different audiences	Essential
Research - researching & understanding the client needs, industry and target audiences	Essential
Commerciality - understanding of agency business model and financial management	Essential
Pitching - experienced at pitching and winning work and participating in pitch teams as social media expert	Essential
Experience - 5+ years experience as a copywriter, working in a wide range of content forms, in either agency or in-house environment	Essential

Power skills and experience

Communication - active listener and confident communicator. Able to present ideas clearly and engage people with your work	Essential
Curiosity - bringing curiosity to all situations and asking questions that build knowledge and understanding	Essential
Collaboration & teamwork - confident working within a multi-disciplinary team, identifying challenges and supporting delivery of the best work	Essential
Problem solving - able to ask questions to understand a problem and propose solutions	Essential
Attention to detail - understanding the importance of and delivering to a	Essential

high-standard with accuracy of information, spelling and grammar, and clear presentation of work	
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, asking for support where it's needed and making sure we keep our commitments	Essential
Resilience - recovering from set-backs and seeking support to help you work through learnings	Essential

What you'll be responsible & accountable for

- Responsible for designing and implementing world-class content strategies for our content client accounts, you'll focus on hands-on delivery including content strategy ideation, content writing, content SEO briefs, copywriting, optimisation,, content audits
- Responsible for proofreading work from within the team before it's shared with clients and ensuring we set the highest benchmark for quality and accuracy
- Responsible for writing engaging SEO optimised copy for various brands in multiple industries
- Responsible for contributing to winning work with existing and new clients. Identifying opportunities, playing a role in chemistry meetings, writing proposals and pitch decks
- Responsible for leading and contributing to reviews of performance across your clients, proactively making recommendations and adjusting our approach to deliver the best results for clients where we are never just 'ticking boxes'
- Responsible for reporting on your work and supporting Client Directors or Client Managers to demonstrate the impact of our work, including at QBRs
- Responsible for delivering high-quality work that meets agreed budgets

When you're successful in this role

- You'll bring new thinking and a high level of creativity to our clients content challenges, inspiring and exciting them about the role Strategiq Content team can play for them
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
 - a. Client feedback on your work
 - b. Tasks completed on time
 - c. Utilisation

Your typical week

- **60%** - hands on content delivery and copywriting
- **20%** - client strategy, audits, reporting and pitching
- **10%** - training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

A successful first 6 months with Strategiq

In 3 months you will have:

- Built great relationships with key peers around the agency; establishing your internal network and sharing the skills and knowledge that you bring to the team
- Grown your understanding of Strategiq, our service lines and our clients so that you can talk confidently about what we do and have a good understanding of the businesses for our key clients
- Delivered content work for clients successfully, shaping strategy, proposing work to clients and successfully delivering all aspects of the work

In 6 months you will have:

- Contributed across many clients and projects bringing valuable insights to shape and deliver content work
- Successfully contributed to new business with existing or new clients, actively contributing ideas to shape the opportunity, meeting with clients and forming part of the pitch team