

JOB DESCRIPTION – Content Marketing Executive

THE ROLE

We are looking for a Content Marketing Executive with extensive experience in creating content, professional writing and editing skills, as well as possessing a passion for driving acquisition and retention in a B2B environment. The position will require the fast-paced development of high quality content including site content, blog articles, social, video, email content and more. You will ensure best in class SEO while producing engaging and innovative content, and help develop and manage a content marketing strategy that supports organisational goals around brand awareness, traffic growth and customer acquisition and retention.

The role requires the perfect mix of content producer and data-driven marketer, ready to create and distribute content across multiple channels as part of our growing marketing team. It's a great opportunity to apply your expertise to add value to this fast-growing business.

MAIN DUTIES AND RESPONSIBILITIES OF THE POST

- Supports all content marketing initiatives to drive traffic, engagements and leads that deliver sales and customer retention.
- Collaborates across functions to deliver an effective content marketing strategy and editorial plan to meet the business objectives.
- This role requires a brand publisher mind-set: create the content our audience is looking for and then optimise the path to conversion.
- Editorial requirements include SEO optimisation, content categorisation and structure, content development, distribution and measurement.
- Development of editorial governance so content is consistent with our brand voice, style and tone.
- Editorial calendar and organisation workflows must be developed and managed.
- Producing and distributing editorial and press releases to industry specific magazines and blogs.
- Channel management of digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work on each and why.
- Measurement and optimisation of the program will be required on a regular and ongoing basis.
- Development and management of all content processes.
- Integration of content marketing plans with brand campaigns to drive brand to demand.

Personal performance, conduct and development

Meet targets and take responsibility for own performance:

Remain abreast of current services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.

Work in Accordance with the company policies and procedures:

Be aware of and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under Health and Safety at Work.

Flexibility and Team Work:

Work flexibly as part of a team to meet the need of the services provided by the Company. Value each team member's contribution and help colleagues to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practices. Deal with all colleagues in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

Additional: You may be asked to carry out tasks that are in addition to those listed in the Job Description where required and within your capabilities.

What You Can Expect From Us

- Attractive Salary dependant on experience
- Access to Pension Scheme
- Sick Pay and Attendance Bonus
- Great Annual Leave Benefit
- Free Worldwide Multi Trip Travel Cover and discounted rate for family members
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Free Parking available
- Friendly working environment in Peterborough, convenient location close to the A1

The candidate will ideally have:

- 2-3 years' hands on experience creating content for website, blogs and growing a social audience plus producing industry white papers and editorial/press releases.
- Editorial mind-set that seeks to understand what audiences consume and how to create it.
- Impeccable writing and editing skills.
- Deep knowledge of SEO best practices. Understanding of how to rank on search engines and ability to quickly adapt to algorithm changes.
- Ability to analyse and present content and social performance.
- Experience with CMS systems, WordPress, Google Analytics, and the major social media channels.
- Project management skills and understanding how to manage the priorities of multiple stakeholders with focus on the delivery of results in the form of engagement, leads and sales.
- Strategic thinker, who can bring new ideas that can move quickly to execution.
- Ability to work in a fast-paced environment with changing priorities.
- Strong work ethic with a high degree of accuracy and attention to detail.
- Team player with a positive, 'can-do' attitude.

If you want to be part of our journey, please send a copy of your CV to jobs@generalandmedical.com