

Content Writer

Starting Salary 23 – 25K

We are looking to recruit a Content Writer into our Marketing team with experience in creating content, professional writing and editing skills, as well as possessing a passion for driving and retaining in a B2B environment. The position will require the 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.

Main Responsibilities of the Role

jobs@generalandmedical.com

- Support 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 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.

What You Can Expect From Us

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

COVID-19 precautions are in place, including screens, social distancing, sanitisation and no sharing.

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV to jobs@generalandmedical.com