

## Job Description: Content Writer

### £25,000 Full Time Salary

An exciting Full Time opportunity for a career minded Content Writer. You will be based in our Peterborough Head Office with a focus on creating content, professional writing and editing to help promote this well-established Insurance Company in order to drive sales through brand awareness and customer engagements.

The position will require the development of high quality content including site content, blog articles, social, video, email content and more. You will produce 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. This rewarding and influential position will add real value to the Company effort.

### Main Responsibilities of the Role

[jobs@generalandmedical.com](mailto: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.
- Integration of content marketing plans with brand campaigns to drive brand to demand.

### What You Can Expect From Us

- £25,000 Full Time Salary
- Regular Monday to Friday hours – no evenings, no shift work and no weekend work
- Access to Pension Scheme
- 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
- Free tea, coffee and fresh fruit
- Friendly working environment in Peterborough, convenient location close to the A1

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](mailto:jobs@generalandmedical.com)