



## Job Description: Social Media & Content Creator

### **£25,000 – £28,000 Full Time Salary**

General & Medical specialise in Health Insurance and we are now looking to bring in an effective Social Media & Content Creator who can work as a member of the team and contribute effectively in a professional manner across a busy office environment. You will need excellent technical and communication skills and be able to organise your work effectively with a focus on creating engaging print, web and social media content to drive sales through brand awareness and customer engagement. This is a great opportunity to apply your expertise to add value and work across the entire marketing spectrum, from traditional print media to website and social media content including:

- Blog articles, written social media posts and guides
- Electronic books (eBooks)
- Links to external content
- Images, videos and video stories
- Infographics
- Testimonials, case studies and reviews

You will produce engaging and innovative content, developed around content marketing strategies that support organisational goals around brand awareness, traffic growth and customer acquisition.

Responsibilities will include management of all social media channels and website content, from strategy planning and content creation, through to implementation, measurement and reporting of the results.

### **Main Responsibilities of the Role:**

- Support all content marketing initiatives to drive traffic, engagements and leads that deliver sales and customer retention, ensuring a cohesive aesthetic to Group guidelines
- 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 ensuring all posts are tailored and targeted to an audience relevant to the product and/or brand
- 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
- Develop an understanding of how the functions of the role interlink throughout the business and impact on others.

### **Previous Experience**

- Have approximately three years of relevant experience
- Use of Adobe Creative Cloud suite. Experience with Photoshop and InDesign is essential
- Experience of managing multiple social media channels using Sprout Social, Hootsuite or something similar
- Have developed tailored content calendars and strategies within company brand guidelines

- Experience in reporting for social media campaigns and implementing subsequent optimisation recommendations

**What You Can Expect From Us:**

- Regular Monday to Friday hours – no evenings, no shift work and no weekend work
- £25,000 to £28,000 Full Time Salary
- Access to Pension Scheme
- Attendance Bonus
- Great Annual Leave Benefit including additional family days
- Free Worldwide Multi Trip Travel Insurance 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)

