

Job Description

Introduction

Job Title:	Content Marketing Manager
Department:	Organic Search
Reporting to:	Head of Department
Salary band (entry level):	Intermediate Level
Probation period:	6-month probation period
Notice period:	3-months
Reviews	Annually

Job Summary:

The Content Marketing Manager will be responsible for creation of and driving content marketing campaigns, delivering increases in traffic and conversions through paid, owned and earned channels. You will need to be able to plan, deliver and report upon creative content marketing campaigns that align with client objectives and KPI's. You will have the ability to lead and work closely on campaigns whereby you will work with PR, Social, Paid and SEO teams.

Your responsibilities: -

- Leading the development of content marketing strategies for both B2B and B2C clients
- Taking ownership of the delivery of marketing campaigns and creation of content assets such as white papers, infographics, guides, blog posts etc
- To be proactive in the planning of outreach and promotion of the content assets to increase exposure, brand awareness and links/citations
- A solid understanding of key analytical and research tools such as Google Analytics, keyword research and keyword tracking tools and link assessments tools
- To analyse and identify results in line with the clients KPI's and produce campaign performance reports for internal account managers and external client review
- To directly manage the client relationship from prospect onwards with a proactive approach to renewal and retention



- Keeping up to date with the latest techniques and best practice and being a referral point for internal team members
- Being a thought leader, actively participating in assisting with the development of the department
- Produce proposals for clients and prospects and participate in the business development process
- Plan and deliver tasks and ensure deadlines are met
- Proof read, edit and improve content produced by other team members

Essential Skills for the position of Content Marketing Manager: -

- Proven experience managing and delivering effective content marketing campaigns
- Proven track record of developing content strategy through a variety of content distribution methods
- An eye for good creative design concepts
- Experience of working with developers to create campaigns
- Editorial mindset with an ability to assess the strength of a story/ idea
- Hands on experience with SEO and website metrics
- Proficiency in MS Office and WordPress or other Content Management Systems
- Experience of managing third party suppliers (such as designers and photographers)
- PR experience would be an advantage
- Project and account management skills
- Excellent communication and English writing skills
- Degree in Marketing, Journalism or relevant field (desired)