

every1[®]

DIGITAL CONTENT MANAGER

EVERY1 CAREERS



DIGITAL CONTENT MANAGER



JOB DESCRIPTION

Award winning digital marketing agency every1 based in Preston, Lancashire is looking for a Digital Content Manager to join our growing team.

We are looking for a driven and enthusiastic person with experience in building strategies and campaigns for high growth clients within sectors such as healthcare, travel, property and retail; an individual with a strong digital content background, someone who can evidence results and build stories across a range of online and offline platforms.

You'll need to be well versed in creative ways to build content campaign plans across our suite of services, such as graphical, written and video content. With a real understanding to ensuring delivery of impactful results driven strategies, for our clients campaigns. Having the important SEO knowledge that will help craft your content, when working with our SEO and search team.

We are a fast-paced agency, so you will need to be on the ball from the get-go, developing ideas and throwing all of your efforts into every task.

This role will assist the Directors in delivering communications strategies for their clients. You can expect to be building relationships with relevant influencers (journalists, bloggers, and editors), crafting compelling messages, collaborating to develop pitch winning strategies and also driving our own digital and content strategy.

DIGITAL CONTENT MANAGER

QUALIFICATIONS

Qualifications we're looking for

- Proficient in Microsoft Office suite, social networking platforms, Google *Analytics, Hubspot and / or similar tools
- Ability to learn news systems quickly
- Highly proficient in digital content including websites, social media, blogs and mobile/tablet applications, video, etc
- Experience with serving and supporting a new business team.
- Demonstrated excellence in demand marketing
- Excellent oral and written communication skills; proven writing, editing, proofreading and copywriting skills
- Excellent project management skills; strong attention to detail, and high work standards
- Ability to work independently and collaboratively with our diverse team across all things digital

The Successful Applicant

The candidate will have previous experience in a content-related marketing role, with responsibility for devising and implement broad strategy and inbound marketing programmes. Candidates will be able to provide examples of successful campaigns, and how they were designed, implemented, and measured.

- Significant experience within the field of content and inbound marketing
- Knowledge of inbound marketing, SEO, email marketing, social media, and web analytics
- Portfolio of previous content marketing campaigns, with evidence of success, flair and creativity
- Experience of working within an agile and fast-moving marketing environment.
- Strong verbal and written communication skills

Please send your CV and covering letter to some1@helloevery1.com with 'Digital Content Manager' in the subject line.

Sorry, no recruitment agencies.