

## Role Description

Role:	<b>Content director</b>
Business function:	Inbound – Content
Reporting to:	Head of Inbound Marketing
Managing:	Online content creator, senior content marketing specialist
Prepared on:	10 <sup>th</sup> March 2016

### 1. Purpose and Scope

The purpose of this Role Description is to describe the **Content director** role.

To provide strategic direction for the content function and develop the offering at Fresh Egg.

To lead by examples in your creation and delivery of work.

To work with the business development function, enabling ongoing sales of content work.

*This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.*

### 2. Role Responsibilities

#### 2.1 Director responsibilities

- To have a supervisory responsibility over work produced by the team
- To support the Functional Head in the creation and implementation of the strategy
- To have a thorough understanding of the services across Fresh Egg and how they integrate
- To support the team members in achieving their client objectives through specific strategies and tactics to achieve and demonstrate value
- (Optional) To line manage effectively through coaching style of management and to support them in achieving their objectives and overall career progression, carrying out all day to day elements to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- To ensure that the HR are involved with key issues, contractual changes, performance and development

## 2.2 Key responsibilities

- To propose brilliant content activity for clients in order to meet their objectives
- To deliver key pieces of work for clients, such as content audit and strategy documents
- To create digital content across a range of industry verticals, or for highly targeted audiences
- To lead on areas of success/measurement of content and work to show the value of what the content work is delivering
- Continual development of product framework and processes; development of new commercial opportunities
- To ensure that agreed client objectives are in place across all activity and from these create client strategy and tactical documentation
- To hold responsibility for the revenue success of the content offering
- To lead client meetings where required, plus attend prospect meetings and pitches

## 2.3 KPIs and reports

- To measure success across all client activity within the content function
- To meet or exceed revenue performance targets for the content function
- To efficiently report to clients on value for work carried out for them

## 2.4 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.