



# Content marketing specialist

## Job description.



## CONTENTS

1. Reporting to	3
2. Scope of role	3
3. Main responsibilities	3
4. Key skills and experience	4
5. Key behaviours	5

This job description sets out the scope of the role of content marketing specialist at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### 1. Reporting to

Content director

### 2. Scope of role

To create strategies for Fresh Egg clients based on their overall objectives and be able to translate these into the production of compelling and persuasive optimised content, ensuring that this can be tracked and reported on.

To play a central role in outreach and promotion at Fresh Egg to include building relationships outside the business in order to secure coverage for Fresh Egg's clients.

### 3. Main responsibilities

#### Campaign strategy

- To understand the core business objectives of Fresh Egg clients and define the achievable goals they can attain from online content activity
- To create bespoke content concepts for each client that take into account goals, brand, products, audience, emerging technologies, resources and budgets
- To produce a wide variety of onsite and offsite content in line with the requirements of the wider content strategy for each client
- To negotiate and secure agreement with regards to content placement, content distribution, citations and links from relevant bloggers, journalists, publishers and site owners as required
- To contribute to the development of campaign strategy documentation incorporating tactical ideas

#### Client focus

- To develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of the clients you undertake work for
- To liaise in a timely and efficient manner with clients and any external agencies who are party to a campaign where required
- To work closely with the SEO and inbound marketing teams to understand client objectives and contribute to campaign strategy with creative, innovative ideas
- To attend client meetings as required to update on campaign status and discuss ideas
- To respond to briefs from internal or external stakeholders within specified timelines
- To strive for excellence across your work for Fresh Egg clients

### **Analytical and technical**

- To develop web content for a wide range of clients that is optimised for users and for search engines, maximising opportunities for increasing search engine visibility, click-through, engagement and conversion
- To edit and optimise online and offline content supplied by clients
- To produce on-site content from scratch for new site builds as required
- To identify and evaluate channels that may be used for promotional purposes

### **KPIs and reports**

- To deliver projects on time and within budget, providing regular communication internally and externally to ensure client satisfaction and achievement of targets
- To proof read documents ensuring that everything adheres to Fresh Egg tone of voice and brand guidelines

### **Best practice and organisation**

- To contribute to the production of quality standards and best practice guidelines for all written material produced by Fresh Egg for clients
- To efficiently manage your workload and accurately record your time using the company timesheet system
- To ensure your knowledge of the digital marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To continually review and increase efficiencies across all content services offered by Fresh Egg
- To actively contribute to the Fresh Egg blog. To ensure that all contributors to the blog maintain a consistency of approach
- To freely share knowledge, insight, best practice and ideas
- To foster a focus on excellence across the wider inbound marketing team and other Fresh Egg departments

## **4. Key skills and experience**

- Educated to degree level in English, media studies, communications studies, marketing, PR, journalism or an equivalent specialism, preferably within a digital media environment
- Good knowledge and understanding of Inbound Marketing and a clear understanding of how Google's algorithm ranks pages
- Proven success in writing professional web and marketing copy, with the ability to produce compelling, optimised copy while maintaining brand messaging, persuasiveness and readability
- Creative thinker with proven campaign experience, from inception to delivery
- Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing
- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to inform unique and innovative new content.
- Proven listening, negotiating and influencing skills

- Experience in blogging and blogger outreach
- Excellent working knowledge of major social media channels including Facebook and Twitter
- Proactive and highly organised, with strong time management and planning skills
- Proven ability to meet tight deadlines and remain calm under pressure

## 5. Key behaviours

- Excellent communication skills, highly personable, able to build long-term trusted relationships
- Self-motivated and driven
- Highly creative and full of ideas
- Curious in nature with a lively, broad ranging intellect
- Passionate about producing top quality written material and driving campaigns forward
- Analytical and inquisitive, with excellent attention to detail
- Innovative and creative, with a concise, precise and effective approach to problem solving
- Good at absorbing large amounts of information, with a general hunger for learning
- Credible, confident and articulate, with excellent communication and presentation skills and the gravitas to deliver ideas clearly and concisely to internal and external stakeholders at all levels of seniority
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence