

Role description

Role:	Senior Content Manager
Business function:	Content
Reporting to:	Content Director
Managing:	N/A
Prepared on:	27th November 2020

1. Purpose and scope

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

To lead and deliver strategic projects including content audits and content strategy projects, informed by a solid understanding of audience needs and data

To deliver content-related recommendations to senior-level client contacts with confidence and gravitas

To invent, plan, transform and optimise content activities and campaigns with a hands-on client-facing approach, working closely with the relevant client services leads to drive results across a variety of client accounts

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 Key responsibilities

- To carry out content audits of client websites, from a quantitative and qualitative approach, to produce actionable recommendations
- To build content strategies for clients, including implementation of recommendations
- To create content calendars and planners, plus advise clients on how to implement these based on their specific organisational structures, resources and objectives
- To provide training to clients on various aspects of content best practice
- To understand the products/services, competition, industry, marketing goals and objectives of each of your clients
- To create bespoke content marketing activity that considers the clients goals, brand, products, audience, emerging technologies, resources and budgets
- To complete thorough search intent research to understand users search behaviour and identify content opportunities
- To adopt a user first approach to understanding content needs
- To support pre-sales activity, including prospect calls and meetings, proposal building and pitch attendance

- To write web copy, blog posts, email messages, research papers, white papers, case studies, and/or other publications as required
- To lead and input into client meetings and workshops as required
- Oversee the creation of engaging content to reach the clients desired audience

2.2 KPIs and reports

- To measure success against all completed client activity
- To produce high quality client reports that deliver useful insights and demonstrate value of work completed

2.3 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.