

Content Marketing Manager

About the role:

As a Content Marketing Manager, you will be responsible for creating and executing the SEO campaigns strategy that delivers the brand goals. You will work cross functionally with editors and the wider team with the goal of educating our audiences/community, driving product awareness, and generating leads.

Key responsibilities:

- Assisting in managing the overall content process, working closely with the SEO, Marketing, Commercial and Development teams
- Focus on outreach to get our content on other websites, with backlinks to our websites
- Produce SEO optimised content for our web pages, landing pages and blog posts
- With the support of the editorial team, develop content that will drive organic traffic and encourage engagement
- Ensure all written content is true to product and consistent with our brand
- Monitor competition and trends of content opportunities
- Provide performance updates against KPIs, making optimisation recommendation to the team

What you will need for:

- A minimum of 3 years' commercial experience in an agency or company team environment
- Experience of implementing integrated, strategic content marketing campaigns across multiple channels
- Confident and mature approach to communicating (both written and verbal) at all levels and across departments
- Proven project and campaign management ability
- Experience with MS Dynamics or similar marketing automation platform
- Strong analytical skills and an eye for detail and accuracy
- Ability to problem solve and suggest solutions
- Ability to work on own initiative as well as a strong commitment to team working and collaboration.
- Personable and great at building constructive relationships

What we offer you:

- 25 days holiday per annum
- Private medical insurance and medical cash plan
- Pension contribution of 5%
- Life assurance 4x annual salary
- Access to season ticket loan, cycle to work scheme and EAP
- Flexible working arrangements including remote working

If you wish to apply for the position, then please send your CV to: agnes.mkpeti@bonhillplc.com