

## Marketing Content Manager

<b>Job Family</b>	Marketing
<b>Reports to</b>	Head of Marketing
<b>Location/Region</b>	Longbridge

### Role Overview

The Marketing Content Manager will be responsible for the explaining and promoting the proposition and products of the St Modwen Homes brand. The role also encompasses the management of the delivery of content for all marketing channels to ensure targets for engagement are achieved.

### Key Accountabilities

- Develop plans to meet deadlines in short, medium and long term for the provision of marketing content of all channels; Digital, Development and paper collateral
- Work with the senior marketing team and external partners to develop brand communication themes and campaigns
- Work closely with the Graphic Designer to produce innovative and brand led multi use creatives.
- Develop briefs for all content development to ensure objectives, deadlines and measurements from the structure of activity by any delivering party.
- Develop content for digital activity including;
  - Website; page updates, promotional features, public-facing news, in-depth content pieces (features, blogs), imagery
  - Digital Promotion; advertising, third party web content, listings
  - Email; including write ups, advertorials, influencer and blog marketing, creative postings and video content and photography
  - Social promotion; Facebook, Instagram, Pinterest
- Produce core content for marketing activity where time/requirements demand.
- Working with the Digital Marketing Manager to contribute to the ongoing development of design and functionality of the digital offering
- Working with the Digital Marketing Manager to review the learnings from research and develop content to respond to opportunities.
- Oversee email marketing content development and reporting in conjunction with the Communication Manager.
- Oversee Social media marketing initiatives delivered by third parties, and coordinate BAU activity delivered by the marketing team.
- Working with the senior marketing team, contribute to the Marketing strategy planning in order that corporate targets (launches, leads, sales) are met via excellent content
- Ensure the accuracy of all published content through technical proof reading and ensuring appropriate authority has been obtained to publish.
- Provide reporting on the impact of content initiatives. Utilisation of data from a range of tools will be needed. i.e. Google Analytics, Mailchimp, MS-Dynamics, Hubspot (or equivalent) etc

- Set outlines and processes for team members to follow in the development of content for BAU activity. Take responsibility, as Editor, for the final sign off/publication of content developed by internal teams and third parties
- Manage the development of content initiatives by third party suppliers and audit the quality of output. Where appropriate recommend changes based on the objectives of the business.
- Work with the group PR and comms function to align activity and messaging, taking full advantage of the

#### Other

- Maintain knowledge and adhere to relevant Group Policies and Procedures, Legislation and Regulations
- Develop and ensure safe working practices
- Contribute to the team development plan, and participate in personal development programmes

## Experience, Skills and Knowledge required

#### Technical skills

- You will be able to demonstrate what content builds momentum, excitement and followers in the digital environment
- You will have demonstrable skills in development of appropriate content for different audiences/mediums in a time-conscious manner
- You will have extensive experience of managing web content via a cms (preferably WordPress)
- You will have demonstrable knowledge of the importance of organic optimisation (SEO) in the development of marketing content
- You will have knowledge of the technical and creative issues impacting email marketing
- You will have experience and show appreciation for production processes (i.e. brochures, emails, web pages, banners) and the communication issues associated with different media
- You will have project management skills that ensure delivery requirements are met (timetables, quality, objectives)

#### About You

- You have strong organisation skills and thrive in an environment that has lots going on
- You will be a person who enjoys an evolving and changing environment – we are a business growing and learning as we go
- You are a self-starter with lots of energy and a curious mindset
- You will have a passion for digital communication via all platforms.
- As a great listener and relationship builder you will also be confident in influencing and persuading people successfully

## Core Competencies - enclosed