

ARE YOU A CREATIVE WRITER WITH TALENT?

Digital Marketing & Content Executive

Location: Costock, near Loughborough, Leicestershire

Hours: Full time

Champions (UK) plc is one of the UK's leading award-winning band agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve results.

As a Digital Marketing & Content Executive, you will be a true wordsmith who understands how to write for both users and search engines. With a creative mind and a keen eye for detail, you will take great pride in creating creative content strategies that support our clients' needs.

Responsibilities

- Researching, planning and writing engaging content in the form of blogs, whitepapers, eGuides, infographics and more
- Supporting the Paid media team in producing enticing search and display adverts
- Working with the Head of Digital Marketing & Content to produce content marketing strategies that support SEO and align with the client's long-term goals
- Creating detailed project briefs for the digital copywriters
- Assisting in creating buy personas
- Ensuring all content created reflects the client's tone of voice and brand values
- Participating in content brainstorming sessions
- Co-ordinate content marketing activities with our in-house our external PR teams
- Proofing and editing content created within the team
- Working closely with the UX and Web team to create high-quality, optimised web content/ landing pages and deliver successful web projects
- Planning, writing and outreaching guest posts with guidance from SEO team
- Working with videography/media team to produce engaging video storyboards and ideas
- Overseeing and executing email marketing strategies, working with the creative team to create professional templates and eshots
- Conduct in-depth content audits using tools such as SEMrush, Google Analytics and more
- Working with Head of Digital Marketing & Content to create and deliver data-driven digital marketing strategies
- Helping the Digital Project Manager and New Business team with ideas for business proposals and pitches
- Opportunity to work on start-up, national and multi-national accounts

Experience, Qualifications and Skills Required

- At least 2 years of experience in a content-oriented role
- Excellent written and spoken English (GCSE B minimum) and a passion for writing
- Excellent attention to detail
- Good knowledge of SEO and CRM
- Experience in using CRM systems such as Wordpress, Drupal and Magento
- Proven experience in using tools such as SEMrush, Moz and Google Analytics
- Good understanding of online marketing channels and strategy
- Strong Microsoft Office skills which must include Excel, Word and PowerPoint
- The ability to meet tight deadlines and work in a fast-paced environment
- Strong organisational skills and the ability to multi-task
- Agency experience in PPC, social media and email marketing

Benefits

- On-site gym
- The opportunity to take country walks around our grounds for exercise and well being
- New starter goodie bag
- Above and beyond bonus scheme
- Enhanced holiday allowance after three continuous years with the company
- Modern, clean and spacious office in our new £1million digital hub
- Departmental socials
- Training throughout the year
- Contributory pension scheme
- Birthday bottle of bubbly
- Weekly cake club (Covid-19 permitting)
- Yearly Christmas party – all expenses paid (Covid-19 permitting)

Closing date: 1st March 2021

If you are ready for a challenge and looking to unleash your creative mind, please send a current CV and convincing covering letter outlining your experience, achievements and successes to date, stating why you are the idea candidate for this new and exciting position. Please state your current salary and email to careers@championsukplc.com along with examples of any work you have previously produced.