

Content Marketing Executive

Responsible to Head of Marketing

Department: Marketing

Job Level: TBC

Location: TBC

Purpose of role:

To develop compelling and informative materials that effectively communicate the technical specifications, benefits, and applications of the company's products and services to engage and educate potential business clients, attract leads, support sales, and aid in selling products.

Key responsibilities:

- Create and implement a comprehensive content strategy aligned with business goals and target audience.
- Pulls together internal knowledge to build a library of content.
- Ensures all website content is up to date bar product data liaising internally when required to create or verify content.
- Develop high-quality, relevant, and engaging content in various formats, such as blog posts, articles, whitepapers, videos, infographics, and more.
- Ensure content is optimised for search engines to improve visibility and organic traffic.
- Work with the insights team to create content that addresses customer's needs, preferences, and pain points.
- Develop content that attracts and nurtures leads, guiding them through the marketing funnel.
- Keep abreast of industry trends, competitor activities, and emerging technologies to inform content strategy.
- Provide a bank of content across various channels to reach the target audience, including social media, email newsletters, and industry platforms.
- Maintain consistency in messaging, tone, and visual elements to reinforce the brand identity across all content.
- Utilise analytics tools to track content performance, analyse key metrics and make data-driven decisions for continuous improvement.
- Maintain a content calendar to plan and organise the creation and distribution of content over time.
- Foster engagement with the audience through comments, discussions, and social media interactions.
- Coordinate to conduct A/B testing on different content elements to optimise performance and effectiveness.
- Stay adaptable and open to adjusting strategies based on the evolving needs of the audience and changes in the marketing landscape.

General: (these are applicable across the organisation – creating key behaviours)

- Ensure the safety of yourself, colleagues and visitors at all times.
- Ensure your own continuous professional development by participating in external networking/conferences/associations/groups, to stay current within your role, looking to innovate always.
- Maintain a positive & solution-oriented approach to work, providing open & honest feedback.
- In all internal & external contact, present a professional & positive image of the Group as well as maintaining mutually constructive, positive, & beneficial relationships.
- Take all reasonable steps to ensure appropriate confidentiality.
- Undertake such other duties, training &/or hours of work as may be reasonably required, & which are consistent with the general level of responsibility of this role.

Content Marketing Executive

Relationships & Special Requirements	Measurements	Person Specification
<p>Key relationships:</p> <ul style="list-style-type: none"> • Brand Manager • Creative Manager • Ecommerce Manager • Engineering staff • Technical support staff 	<p>KPI themes:</p> <ul style="list-style-type: none"> • Website traffic. • Pageviews. • Time on page. • Conversion rate on leads. • Keyword/organic rankings on search. • Social media growth/content engagement. • Onsite click-through rates on content. • Attributed sales. • Brand mentions and reviews. • Sentiment analysis. • Content rating and audience direct feedback. <p>Competencies:</p> <ul style="list-style-type: none"> • Drives Results • Business Acumen • Customer Focus • Planning & Organising • Collaboration • Communicates Effectively 	<p>Essential:</p> <ul style="list-style-type: none"> • Strong understanding of engineering concepts and terminology relevant to the industry. • Ability to quickly grasp complex technical information and communicate it efficiently. • Familiarity with the engineering sector, including trends, challenges, and innovations. • A keen interest in staying updated on advancements within the field. • Exceptional written and verbal communication skills to convey technical information clearly and effectively. • Strong research abilities to gather information on engineering topics, market trends, and competitor activities. • Understanding of SEO best practices for optimising engineering content. <p>Desirable:</p> <ul style="list-style-type: none"> • Experienced hydraulics and pneumatics engineer. • Completed a course in hydraulic and pneumatic troubleshooting, maintenance and/or automation i.e. BFPA, CETOP or equivalent.