

Content Marketing Executive

The Role

The Content Marketing Executive will be responsible for delivering creative and engaging content across a variety of online and offline projects. You will produce compelling text, images, videos and infographics to help us to bring our product and service offerings to the market effectively across a range of channels.

Success in this role will require excellent interpersonal and organisational skills, the ability to establish good working relationships with a range of stakeholders, a hands-on approach, the ability to work at pace and a positive mindset. The Content Marketing Executive will work closely with the Sales team to support commercial success in a highly technical/scientific environment.

Responsibilities

- Accountable for all content marketing initiatives to drive traffic, engagement and leads that deliver sales and customer retention.
- Generate standalone content or associated campaigns to support activities across various online and offline channels including new product introductions, existing features, sales initiatives, and branding.
- Work closely with the Sales and Geosciences teams to produce engaging content which captures the Geoteric value proposition effectively for our target audience.
- Produce a range of content including website updates, blogs, social media posts, sales tools, publication articles, press releases which positions technical information in a commercially compelling way.
- Conduct horizon scanning of our clients, competitors and industry contacts to respond to new trends, thought leadership and events.
- Bring digital innovation to the use of all digital platforms in Geoteric and identify where new functionality can increase impact on target audiences. Maintain integrity of the Geoteric website by conducting regular reviews of pages, structure, links and content, liaising with 3rd party vendors as required.
- Proactively look for opportunities to enhance the Geoteric social media content plan, in line with commercial and organisational priorities.
- Review social media analytics on a fortnightly basis to assess effectiveness against agreed KPIs and make recommendations for improvements.
- Provide administrative support to the marketing and sales team e.g. database management, supplier liaison.

Personal Profile

Essential

- Marketing degree educated (or equivalent).
- Demonstrable success in supporting commercial objectives with appropriate content, including website, social media, product releases and brand campaigns.
- Proven record in producing successful content campaigns in a B2B context.
- Strong attention to detail in written communications.

- Solid experience of maintaining and improving a range of digital media platforms including website content management systems (Hubspot).
- Ability to work with highly technical colleagues to produce technical content which captures a commercial value proposition effectively.
- Proficiency in full Microsoft Office suite, particularly MS Word and Powerpoint.
- Highly organised with the ability to prioritise workloads, manage multiple projects and fulfil deadlines.
- Determination to provide excellent service with a focus on delivering tangible business benefits.
- Flexible, adaptable and comfortable with change.
- Extremely self-motivated with the ability to work independently and handle a busy workload.
- Naturally enthusiastic with a positive, 'can-do' mindset.

Ideal

- Previous experience within a scientific/technical B2B environment .
- Working knowledge of Photoshop, InDesign, Illustrator or Camtasia.
- Channel marketing experience including CMS, SEO and PPC.

Reporting and Relationships

The Content Marketing Executive reports to the Marketing Manager.

Location

The position offers flexibility to work remotely and in the Geoteric Newcastle office.

Travel

Occasional national and international travel.

Salary & Benefits

A competitive salary will be offered in line with your experience & skills. We offer a comprehensive range of benefits including:-

- Generous holiday allowance
- Pension Plan
- Life Insurance.
- Private Health Care
- Reimbursement of professional membership fees
- Discounted retail scheme
- Holiday purchase
- Time off to volunteer
- Cycle to Work scheme.