



JOB DESCRIPTION
CONTENT MARKETING EXECUTIVE

20th April 2021

Role: Content Marketing Executive

Location: Working from home while Covid restrictions apply, then working flexibly from a Central London co-working space

Contract: Permanent, full-time

Preferred start date: June 2021

Deadline for application: 10 May 2021

Summary

This is an exciting opportunity for a candidate with a passion for writing, and with experience creating SEO-optimised digital content in a B2B or B2G environment. You will join a thriving London-based technology scale-up and be responsible for creating regular content for our highly engaged audience across multiple channels. You will have one to two years of experience as a content writer, copywriter or digital marketing executive – preferably focused on the public sector – and have an interest in government and current affairs.

You will join a small, growing company with ambitious expansion plans and plenty of scope for career development as we evolve. The role offers a competitive basic salary in Year 1 with the prospect of annual salary reviews and either a performance-related bonus or equity incentives from Year 2 for high performers.

Company

Tussell fills the gap for useful and reliable information on UK public procurement, a crucial market that accounts for more than 10% of UK GDP. Post Covid and Brexit, public contracts and investment have never been more important to promoting an equitable national economic recovery.

We want to make the UK the easiest place in the world for companies to do business with government – through better insight. Our product is a subscription-based online market intelligence service. It works by collating open data on contracts and expenditure from hundreds of public sector sources and transforming it into decision-ready data, primarily for

business development professionals. Our clients range from brand-name multinationals through to small companies and an increasing number of public bodies.

The company is founder-led and investor-backed. Spurred on by the growth of public contracting as the state expands, we saw record revenue growth in 2020. Unusually for a company of our size, we enjoy a high profile in the press: in 2020 our data was cited more than 150 times in the mainstream media as the market's trusted data source – underlining the relevance and interest in our dataset. Your job will be to take this solid foundation and grow our reputation even further.

Role

Now, following a period of significant expansion in Tussell's business, despite the pandemic, we are looking for an experienced **Content Marketing Executive**:

- **Goal:** To elevate Tussell's brand and position and as a thought leader in government procurement contracts and spending through engaging, original, short and long-form content
- **Responsibilities:** To produce content for blogs, website, newsletters and other predominantly written digital marketing channels, ensuring the messages are on brand and follow our tone of voice guidelines
- **Success measures:** Improved organic search volumes to the website through SEO-optimised content and regular positive feedback from newsletter subscribers
- **Outcome:** To consolidate Tussell's position as *the* leading authority on all things related to UK government procurement

Day to day tasks

You will report into Tussell's Head of Marketing, with whom you will work closely to create new and original content ideas. Your day-to-day tasks will include:

1. Writing and proofreading SEO efficient content for blogs, the website, social media channels, newsletters and case studies in accordance with an agreed content calendar
2. Updating the website using our CMS system
3. Creating content for and posting on Tussell's social media accounts
4. Staying on top of relevant news and events, as well as reviewing subscriber behaviour to recommend enhancements for future content
5. Supporting with ad-hoc written content such as email campaigns or the promotion of digital events

Our ideal candidate

You will have a genuine passion for writing and enjoy the challenge of capturing people's imagination with content that is relevant and compelling. You will be highly engaged with current affairs, thinking about how daily events in the public sector can enhance the narrative of your content. You will also need to be comfortable interpreting data. While you won't be required to carry out the analysis yourself, you will need to be confident in interpreting data and charts produced by others.

Our subscribers see us as the go-to source of insight for government contracts and spending, so our ideal candidate will thrive knowing their content will be read attentively by a highly engaged and knowledgeable audience – from MPs and government officials to senior leaders of some of the largest companies in the UK.

Experience

Essential:

- One to two years of experience in a B2B or B2G content-related marketing role.
- Native English speaker or written fluency to native standard.
- Exemplary written language skills.
- A comprehensive understanding of writing content in an SEO-optimised way.
- Familiarity with the UK political landscape.
- A strong academic track record.

Desirable:

- Basic understanding of google analytics and our CMS/CRM tool, HubSpot
- Experience using Canva or other similar design packages.
- An understanding of policies, process and debates in UK public procurement.
- Experience working with or in the UK public sector.
- A marketing qualification or degree would be ideal but is not essential for this role.

Tussell's culture

The ability to learn fast, desire to get stuck in, and capacity to originate your own ideas soon after joining are part of Tussell's culture. Here are a few other qualities we value. You will:

- Be protective of Tussell's carefully-built reputation for data quality. We're seen as a reference source – so attention to detail matters.
- Be flexible and resilient – we're a fast-paced start-up and sometimes you will need the ability to stay calm under pressure/urgency.
- Seek constructive feedback – nobody's perfect, but it's good to learn from mistakes.
- Have a sense of accountability – if you told someone you're going to do it, do it. But don't be afraid to ask for help when you need it.

- Be empathic, easy-going and enjoy working in a team – we're a small, tight-knit team where everybody's contribution matters, and we help each other.

Compensation

Starting salary of £25,000 - £30,000 per annum depending on experience and skills. An annual salary review based on individual and team performance. Potential from Year 2 for inclusion in a bonus or option scheme for proven high performers.

Most of Tussell's management positions are occupied by people who previously joined at this level or earlier and have been promoted on account of their cultural fit and tangible impact. Scope for career development within Tussell could include more seniority, building and managing a team, or transitioning into a different function such as business development, product management, operations or strategy.

You can expect to work in an agile and respectful company where your contribution will be recognised. You will be supported and encouraged in your personal and professional growth, and you will be allowed to do your best work with autonomy and purpose.

How to apply

Submit your CV with a covering letter making the case for your suitability for the role to careers@tussell.com with the job role in the email subject by 10th May. A cover letter is essential and generic ones will be ignored. We're more interested in understanding why you're excited about this particular role and what you could bring to the company than in a list of your past accomplishments.

Application process

The interview process will be as follows:

- An initial interview with Tussell's Head of Marketing.
- Follow-up Zoom interviews with 2-3 members of our team.
- A short practical assignment to test your writing and creative skills
- Reference checks.