

JOB DESCRIPTION

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| Job Title | Content Marketing Executive |
| Contract | Permanent |
| Division | FI Real Estate Management |
| Location | Head Office, Canal Mill, Chorley, PR6 9AF |
| Reporting to: | Chief Operating Officer |
| Liaison with: | Various departments, stakeholders and affiliates |

Role Overview

- To provide marketing and communications expertise to FIREM and associated brands.
- Develop news, content and marketing messages to drive brand awareness and lead generation.
- Play a key role in delivering marketing and PR campaigns.
- Communicate and engage with key client groups using a range of online and offline media.

Key Duties & Responsibilities

- Produce sleek, compelling, SEO-optimised copy for various formats including blogs, landing pages, brochures, property listings, emails, eBooks, social media updates, video scripts, interviews, flyers and other marketing literature.
- Proof own content and output from the wider team.
- Research and develop new content ideas.
- Identify and suggest topics and formats for future content.
- Develop media relations and contacts for FIREM and associated brands/projects.
- Be willing to learn and develop through understanding of the business's products and services.
- Monitor trade, regional and national press to build awareness of trends and topics. Monitor competitor activity and report to relevant parties.
- Liaise with external PR consultant on the wider PR strategy.
- Work closely with the Asset Management, development and property teams to deliver marketing services and provide advice and recommendations on marketing activity.
- Maintaining brand standards throughout the business.
- Supporting the marketing and property team where necessary.

Competencies

- At least 3 years' experience in content writing, preferably in a B2B or technical field.
- A self-starter who loves thinking up engaging new content ideas.
- Experience in tackling complex topics and delivering the copy in an easily digestible format.
- Ability to research and cite reputable sources.
- Sound understanding of SEO optimisation.
- Proficient with multiple CMS platforms: HubSpot, TYPO3, Wordpress
- Familiarity with keyword research tools.
- Excellent attention to detail and impeccable proof-reading skills.
- Well organised and self-motivated.
- Ability to operate effectively under pressure and to tight deadlines.
- Personable, presentable and articulate.
- Confident and outgoing personality.
- Effective project management skills.
- Work with the property and marketing team to create content calendars.
- Sound understanding of social media platforms and what works on each.
- Team player who is also able to work on their own initiative.
- Excellent communication, planning, and organisation skills.
- 'Can do' attitude.
- Property experience an advantage.
- Flexible and willing to travel throughout the UK, must have full UK driving license.

Occasional solo travelling will be required and overnight stays will be expected when attending shows and events over a course of days or some distance from home.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.