

Groupcall Ltd – Content Marketing Executive

Location: South Woodford, London
Reports to: Marketing Director
Salary: Competitive

COMPANY:

Groupcall provides communications and data extraction services to the UK education, public and private sectors. Our products are used in more than 18,000 UK schools and our software solutions are now being used in both the public and private sector, at home and abroad.

Founded in 2001, we write and develop our own software: Messenger, a parental contact system which uses SMS, voice messaging and email; Xporter, a solution which allows Local Authorities and Multi Academy Trusts to securely collect data from schools and outside institutions; Alert, an emergency contact system used in both the private and public sector and Emerge, as system that allows MIS data and specific school services to be accessed anywhere, on any device.

We have enjoyed considerable growth in revenues, profits and company size in recent years and the Content Marketing Executive is a pivotal role to help build on this success.

ROLE OVERVIEW:

To be the lead marketer within Groupcall for content generation, leading to increased awareness and preference for the Groupcall brand and the Groupcall product offering in both the public and commercial sectors, working in close conjunction with the Campaign Manager, supported by the Marketing Co-ordinator.

KEY RESPONSIBILITIES:

- Share responsibility for the company's marketing strategy, planning and implementation.
- Conduct market/customer research where appropriate to ensure Groupcall fully understands its customer's/prospect's wants and needs
- Collaborating with product and development teams to produce relevant copy for brochures, sales materials and product briefs.
- Tune-in to the key issues and drivers within each Groupcall target segment and author or commission appropriate content that demonstrates thought leadership in these areas.
- Produce whitepapers, e-books, infographics, opinion pieces, articles, news items etc. to help increase engagement and lead conversion in both campaign and online marketing activities.
- Manage and deliver Groupcall's content calendar ensuring regular, relevant and engaging content is delivered on time to meet the wider marketing objectives.
- Develop Groupcall's social media strategy and implement communications utilising the most appropriate social channels to develop and grow the community.
- Engage with 'fans' and 'followers' to build relationships with the community and encourage engagement. Report on engagements and liaise with internal stakeholders to relay feedback insights gained.
- Manage the Champion Schools Programme (CSP) and drive output from participants particularly in the form of case studies and testimonials (both video and written).
- Responsibility for the Groupcall blog and the production of frequent, timely blog posts that drive traffic to the Groupcall site and encourage social propagation.

- Work with the wider marketing, sales, product development and project management teams to provide content support for specific sales campaigns
- Create presentation materials and delivery of product demonstrations as required.
- Edit and rewrite company copy written by other members of the marketing, product or sales teams.

JOB SKILLS:

- Excellent written and spoken communication skills with an excellent grasp of English grammar, punctuation and spelling.
- Strong attention to detail and excellent planning abilities.
- Skill at both long-form content creation and real-time content creation and distribution tactics.
- Continually learning the latest platforms, technology tools and marketing solutions.
- Passionate and articulate with the ability to analyse the implications of online communications.
- Demonstrate a keen understanding of the target market and be a font of inspiration for content ideas.
- A track record of delivering quality content on tight deadlines.
- Basic technical understanding of HTML, XHTML, CSS, Java, web publishing, Flash, etc.
- Awareness of web analytics tools (e.g. Google Analytics, Hubspot), social media marketing applications (HootSuite, Tweetdeck, etc.) and leading social media monitoring platforms.
- Working knowledge of Quark Xpress, InDesign and Photoshop would be useful but not essential.

The successful applicant will ideally have a marketing/business degree or have a minimum of 2 years' experience within a busy marketing environment. An understanding of all areas of marketing is essential. Familiarity with the education sector would be useful, although not essential. The individual must be self-motivated and used to working in a busy environment with the ability to work unsupervised.

Beyond this, the successful applicant will also be a strong fit within our company and have the ability to build and maintain relationships both internally and externally:

- Highly motivated, results-oriented and have a clear focus on business growth
- Positive in outlook with a willingness to support and aid colleagues and customers
- A natural forward planner who critically assesses his or her own performance
- Credible with a professional demeanour, comfortable in dealing with people at all levels
- A team player with strong and empathetic communication skills; having the ability to see things from all people's points of view – both within the Groupcall team and when working with external parties
- Well-presented, business-like and keen to gain new experiences, responsibilities and accountabilities as the company continues its growth

For more details, or to apply, please send a CV and covering letter (to include your current/most recent salary level or salary expectations) to Andrew Mulholland (Marketing Director) at: amulholland@groupcall.com.

Groupcall is an equal opportunities employer and is committed to ensuring that all partners, staff, job applicants, customers and suppliers are treated fairly and with respect, irrespective of their actual or assumed background including gender, sexual orientation, marital status, age, race (including colour, nationality and ethnic origin, religion/belief or disability).