

B2B Global Content Strategist

Salary: DOE + bonus scheme

Location: Full-Time Remote Role, ideally be based in Europe, or East Coast USA, but global applicants will be considered

Type: Permanent



What does a B2B Global Content Strategist at Corinium Digital do?

You will be responsible for all things content at Corinium Digital. Your time will be dedicated to:

- Creating content on behalf of our own brand, our global events and also for our international sponsorship clients.
- Project managing all aspects of content creation from idea conception right through to marketing distribution.
- Analysing current and future trends within the markets that Corinium Digital operates, so that you can keep our content at the cutting-edge.
- You can expect your days to revolve around first-to-market digital events, sector leading reports, interactive webinars.
- and whitepapers, content rich videos and of course direct client interaction.

#WeAreCorinium - Here's what we do...

We are proud to be the world's largest community designed to inspire and support C-Suite executives focused on Data, Analytics, Customer, Digital Innovation & Corporate Learning.

Every single day we are motivated and inspired by the incredible pace of innovation and disruption in today's digital landscape and we want to keep hiring great people to join us on our rapid growth journey.

- In 2018 Corinium was ranked No 27 in the Sunday Times Virgin Atlantic Fast Track 100.
- In 2017 Corinium was shortlisted for Amazon Growing Business Awards 2017.

We are passionate about providing world leading conferences, progressive content, and custom events for individual sponsors. Our clients include IBM, Microsoft, PwC, Wipro and SAS.

What type of person are we looking for?

First and foremost, you need to be driven, commercial, and keen to make your mark on the data and analytics market. You don't need previous experience of this market, but you do need to have the confidence to immerse yourself in this sector and quickly start producing world class content that positions Corinium as the go to provider of data and analytics content.

You'll need to be able to write your own content, as well as edit the work of others. Our best Content Strategists love writing and can create detailed market reports as well as opinions reports with ease.

You will also need to be hungry to find the next subject for your content, which could range from a new case study to profile, to mergers and acquisitions in the vendor market, or a new product for discussion.

Every day, our sponsorship clients will rely on you to help them with their content strategy so rapport building and laser focus on customer delivery is absolutely essential.

This is a commercial role so we are looking for a Content Strategist who can follow a money trail round a global market, and who gets a kick from profitability.

And last, but by no means least... as a 100% remote working company, you will need to be an exceptional communicator and ambassador of our incredible company culture. We love our culture and are very proud of it.

Responsibilities

- Researching and writing detailed editorial content for a B2B market.
- Creating surveys and driving survey submissions through social channels.
- Basic visual design of content to align with Corinium's global branding and creative guidelines.
- Creating video and podcast scripts, including storyboarding, you will be both in front of the camera, and sometimes behind it.
- Collaborating with our sponsorship sales team during the sales process.
- Project management & delivering to deadlines.
- Managing and building strong client relationships.
- Commissioning, editing and proofing all content.
- Developing digital events, including acquiring business professionals to speak at these events.
- Speaking at Corinium conferences, and positioning yourself to speak at other industry events.
- Concept planning and developing exceptional content to support Corinium's event portfolio worldwide.
- Identifying commercial opportunities for content, and project managing these opportunities to completion.

Benefits

The role offers a competitive salary, bonus and benefits such as a contributory pension scheme and the chance to travel across the world to our events. This is a great opportunity for a successful candidate to join a dynamic company in a rapidly evolving space.