

BOARD INTELLIGENCE

Content Manager

Role Specification & Candidate Profile



BOARD
INTELLIGENCE

The Role

We are looking for a business-focused content creator to turn our impressive efforts into a high-impact machine

Board Intelligence is significantly expanding our Marketing team and we are looking for a prolific and talented content creator who can take a great foundation, with access to some of the UK's most high-profile business leaders, and lift our efforts to the next level.

WHAT WILL YOU BE RESPONSIBLE FOR?

- Reporting to the CMO you will be responsible for ensuring that high-impact content sits at the heart of all of our marketing efforts
- Support the efforts of our (to be appointed) Editor in Chief in translating our editorial strategy into our demand generation efforts
- Measuring the impact of our content strategy - across all funnel stages - and will be expected to continually refine to optimise results
- Work closely with the Market teams to ensure they have the content they need to win opportunities
- Design and deliver all the content that the demand generation team need to deliver high-impact campaigns
- Create a steady stream of resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, templates etc.)
- Support the Sales & Customer team in their existing content efforts to ensure we take advantage of our unparalleled access to the UK's business leaders
- Manage and develop our video-portfolio and channels
- Grow our subscriber base by providing them with regular, helpful content that's aligned with their needs and interests
- Build a dynamic blog to support and promote our offers and to attract site visitors through search, social media, and email subscribers

WHAT ARE WE LOOKING FOR?

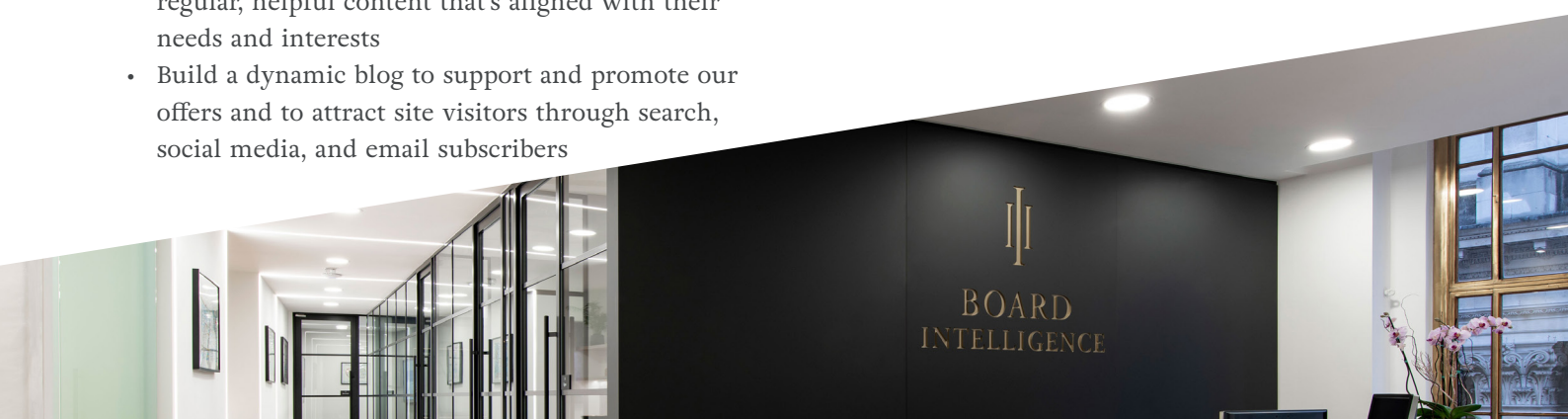
- A prolific and talented content creator to write and produce various types of downloadable content, blog regularly and expand our digital footprint, awareness, subscribers and leads
- High level of creativity, attention to detail, and project management skills
- Entrepreneurial and innovative - a willingness to take risks, break new ground and a track record of delivering content that disrupts
- Have a track record of SEO improvements
- Have a strong track record of content analytics and measuring effectiveness
- This role is at the core of the marketing team, and others will rely on your work each day

You will be based with our Marketing Team at our London office, but may be required to travel to events across the UK. There will be some flexibility to work from home on occasion - but this is negotiable on a case-by-case basis.

WHAT'S OUR RECRUITMENT PROCESS?

We know there are lots of great opportunities out there, so we don't hang about. We'll make our decision quickly and our recruitment process will be:

- CV screening
- F2F interview with CMO and Head of SMO
- Interview and presentation to the Marketing Team



About us

THE TEAM

Our Marketing team is fast growing and will be more than 50% new by January 2020. This means we'll be creating our own processes and expectations. We don't micromanage and being a self-starter and completer-finisher is key. We work very closely with our Customer (Sales & Account Management) teams.

THE COMPANY

Board Intelligence is a rapidly growing Software as a Service (SaaS) business, pioneering a service that drives board effectiveness for decision makers and directors. We've been helping boards to make smarter, faster decisions for 16 years and we've been turning that knowledge into software for seven years. With over 16,000 users engaged on our platform, we work with FTSE 100s, large privately owned companies, public sector and government departments, and have delivered ~50% YOY growth over the past five years.

We're 80 people today and growing fast. As we grow, we're fiercely protective of our friendly, high performing culture. With over 13 nationalities represented, the team is diverse and friendly, and most days you'll find a group of us getting lunch together.

We're owner-managed and remain in control of our own decision making and destiny. Many of us, including our founders, have young (or not so young) families, so we know the value of a supportive company. And all of us like to have fun, so our regular company socials, Friday drinks, away days and lunch & learns are always a highlight.

THE OFFICE

Most of the company are based in our London office, but we have a small team in Hong Kong who help to provide 24/7 support to our clients.

Our London office is in the heart of the City. It's brand new, with a sleek fit out, great communal kitchen and lots of meeting rooms and booths, so you can always find the space you need. A stone's throw from Bank Station (Central Line, Northern Line, Waterloo & City, DLR), the office is also minutes from Cannon Street and Moorgate Station, and not far from Liverpool Street or London Bridge. We have the Royal Exchange on our doorstep and are spoilt for choice for lunch options and after work drinks venues, as well as gyms for those who want a bit of balance.

THE DETAILS

We pride ourselves on our great working environment and package. Here's some of what's on offer:

- Competitive salary
- Company pension scheme
- Personal performance bonus
- Bupa health & dental cover
- Daily breakfast, drinks, fruit and snacks
- Regular training & development, mini MBA series, lunch & learns
- Travel card loan & cycle to work scheme
- Competitive parental policies



Contact



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