

BPS | *World*

Content Marketer

23rd July 2018



Who Are We?

BPS World are a global recruitment partner with a people-first approach. We're experts in Recruitment Process Outsourcing (RPO) although that only begins to tell the story.

We think a little differently. We recognise that the business world is changing and that the old 'one-size-fits-all' approach to talent just doesn't translate very well from one business to the next.

In a world of oil tankers, slow to turn and set in their ways, you can view us as the agile and nimble surfer, riding international waves and adapting to what's thrown at us.

- We are problem solvers.
- We are experts.
- We are thought leaders.
- We are champions of Good Recruitment.

What we do

We won't crowbar a service or way of doing things. We'll tailor a solution based on our deep understanding of our clients' strategic plans.

No two projects are alike. We see ourselves as a true growth partner and we're proud of that.

Our five unique areas of focus are:

Consultancy, Search, RPO, Brand Performance and World Solutions.

However, the magic really happens when we blend them together and fit them around our clients' objectives.

We call this approach: Total Talent Management.

Where we're going...

From humble beginnings, we've grown into an organisation that employs 80+ people in six offices across the world.

But we're not stopping there. We're looking for more hungry, ambitious and curious people to join us on our global journey.

As a business we're aiming to hit £120m turnover by 2020.

This is your chance to share in our common goal, directly contribute to the growth of the company and develop yourself along the way.

Determined, ambitious and eager to be more?

There's a seat waiting for you..



The Role

The Marketing Team

You'll be joining our forward-thinking marketing team. With content at the heart of our success in 2018, an exciting position has opened up. We're looking for someone digitally savvy, with a passion for creating and editing cutting-edge content.

This role requires someone with a flair for writing and experience in engaging the end user in a B2B environment. You'll also have an understanding of effective ways to amplify content through partners, influencer networks and the media.
Sound like you?

Before we move onto the specifics, let's meet the team:

Your Team

RICHARD WILLIAMS
MARKETING DIRECTOR



- Team lead
- Strategic direction
- Alignment with sales

WILLIAM GELDART
CONTENT MARKETING MANAGER



- Content strategy
- Sales outreach
- Tone of voice

CLAIRE GREENWOOD
HEAD OF CREATIVE



- Creative direction
- Brand ownership
- Client creative

LAUREN FOWLES
DIGITAL MARKETING EXECUTIVE



- Social media
- CRM owner
- Email marketing
- Video marketing

YOU!
CONTENT MARKETING EXEC



- Blogging
- PR ownership
- Internal comms

The Role

How you'll make an impact

As our Content Marketing Executive you'll play an integral role in ensuring the Marketing team hits and exceeds its lead generation targets and increases brand perception.

You'll play a key role in enhancing our digital presence and have the opportunity to break the mould by creating industry-leading content that sets us apart from the competition.

By building influencer networks you'll also get the chance to make valuable external relationships that'll directly drive the company's sales and marketing efforts.

Some Perspective

Due to high demand and global growth, our content strategy now needs another person to work alongside our Content Manager William to help shape both our business development activities and the growth of our brand.

With content at the heart of our success in 2018, this is an excellent opportunity to become part of a fast moving team. We're looking for someone digitally savvy, with a passion for creating and editing cutting-edge content.

This role requires someone with a flair for writing and experience in engaging the end user in a B2B environment. You'll also have an understanding of effective ways to amplify content through partners, influencer networks and the media.

Sound like you?



Responsibilities

- Develop top of funnel content for our ecosystem such as blogs, social updates, infographics, interviews etc.
- On a day-to-day basis work closely with the Marketing team, sales/account managers and outside agencies to execute plans & projects.
- Writing content for different regions and international offices.
- Collaborate across functions and silos to deliver an effective content marketing strategy and editorial plan, meeting the business objectives at the lowest possible cost.
- Editorial requirements include basic SEO understanding, content categorisation and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style and tone.
- Manage people within the organisation to provide thought leadership.
- Manage all marketing deliverables within budget. Assist Marketing team with plans from implementation through to execution.
- Be 'Curious', follow the competition, use their output for inspiration and better it.
- Adhere to Tone of Voice guidelines.
- Build and leverage content partnerships to maximise and amplify content reach.
- Work closely alongside our People & Culture team to support internal communications, recruitment and initiatives.

You

What are we looking for?

Having the right skills on a CV is a conversation starter but what really interests us is that little something different someone could bring onboard.

We're professional but plain-speaking. Less stiff upper-lip but we still look and sound the part.

When it comes all of our roles, we're looking for like-minded individuals eager to learn and grow with us.

At a glance

We're looking for someone who is PC or Mac literate and ideally has experience of creating B2B content for either another B2B business or an agency.

Likely activities will include managing a blog and organising a busy content schedule, interviewing people around the business for insight and opinion and writing copy for web. Video production would be great, but we won't hold it against you if you haven't!

A natural interest in content and its creation is a must and an understanding of what good content looks like.

An excellent grasp of B2B content writing skills, an understanding of marketing principals and excellent organisational/project management skills will also stand you in great stead for the role.

- PC or Mac literate.
- Experience creating and editing video desirable (Not essential but preferable).
- Experience creating content for the web.
- Editorial mindset that seeks to understand what audiences consume and how to create it.
- Proven track record creating highly engaging content.
- Proven ability to organise, manage and prioritise busy content schedules.
- Excellent organisational and/or project management skills.

Our values

Our vision is what drives us, our values are what guide us!

What we do and who we are is shaped by our mission and values. By living and breathing our four key values we never lose sight of what's important to our clients, candidates and colleagues.

How do you stack up?

Commitment

Do what you say you're going to do

Excellence

The pursuit of continuous improvement

Delivery

There is no substitute
for the achievement
of results

Passion

Inspire and be inspired



Why work for us?

Because people can be more

Why do we exist? Because people can be more. For those who want to be more, we've got plenty to offer. Gym membership, massages and all the free tea or coffee you can drink are just some of the perks.

Emotionally, physically, mentally, we provide the platform for our people to flourish.

In it together

From the moment you join us, we've got you covered. We pair you with a buddy to help you settle in and become a part of BPS World. With your buddy, you can have informal chats about pretty much anything, ask for ad-hoc work advice and, most importantly, get local lunch recommendations.



The Perks

You can count on the full support from your manager and peers in the form of monthly reviews, ongoing coaching plans and an active Personal Development Plan. This ensures that your learning and development is placed high on our agenda.

Finally, we're committed to making the working environment as comfortable for our people as possible. From flexible working conditions to lumbar support, we've got your back!

We constantly review our benefits package to make your life that little bit easier. The benefits we offer are there to ensure our employees remain happy, healthy and even wealthier. Just a few of the many benefits available;



Gym Membership



Mobile Phone Contribution



Leisure and lifestyle discounts



World travel opportunities



Free Eye Tests



Copious amounts of coffee

Next Steps

It's time to get to know you

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1

Initial telephone screen with our Internal Recruiter, Kamran Holait.

2

First stage face-to-face interview with the hiring manager at one of our offices.

3

Completion of two online assessments. Don't worry, we'll outline what to expect!

4

Second stage face-to-face interview. There might be a third stage interview depending on the role.

5

The decision stage. Good luck!