



Content Marketing Specialist (Houghton-le-Spring, Sunderland)

Job Description

As a result of continued business growth, we are looking to expand our Marketing team, with the recruitment of a **Content Marketing Specialist** to join us either in Edinburgh or at our Rainton Bridge office. If you excel in creating quality content, sharing on channels used by the target market, and very importantly measuring the results of your activities, you could be just who we are looking for!

The Role

- You will be accountable for all content marketing initiatives to drive traffic, engagement, and leads that deliver sales and customer retention. This will include blogs, emails, landing pages, social media and web content, etc.
- You will have a good understanding of SEO, content categorisation and structure, content development, distribution and measurement. Content should be consistent with our brand voice, style and tone
- You will have a brand publisher mindset, knowing how to create the content our audience is looking for and then to optimise the path to conversion
- You will manage all digital content and supporting social channels including email distribution. You must understand the basic best practices of the main social media channels, which content and approaches work on each and why
- Measurement and optimisation will be required on a regular and ongoing basis

Requirements

- BA or equivalent qualification
- Experience in creating content for the web and growing a social audience
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyse and present content and social performance
- Experience with HubSpot, Google Analytics, and top social channels
- Ideally you will have experience of SaaS or a similar online technology product. Experience of selling to Marketers would be ideal but not essential
- US market knowledge and experience would be beneficial

About You

The ideal candidate will be a hands-on self-starter who is creative and has a head for constantly measuring all activities. You should enjoy experimenting with new ideas, with a mindset of continuous learning and improvement. You will be happy to work independently as well as within the WorkCast team.

About WorkCast

WorkCast is a rapidly growing technology company based in the North East UK and Seattle USA. We create a world leading webinar and virtual event platform used by major organisations including Sony, Elsevier, Wiley, Nature Magazine, Barclays and Standard Life. Our outstanding product and amazing team make webinars and online events a far richer and more accessible experience for attendees and remove the barriers for Marketers to run and benefit from webinars.

Benefits

WorkCast offers a competitive salary with many benefits. We provide a fun environment with many company social activities, excellent pension scheme, life assurance and excellent holidays. We provide free snacks, drinks, fruit and breakfast. You will also get free access to Perkbox with a huge amount of savings available.

To apply

If you are interested in applying for this position, please send your CV and cover letter to julie.molloy@workcast.com.