

JOB DESCRIPTION

JOB TITLE:	Marketing & Content Executive
BASED AT:	Worship Street, London EC2/Home (Hybrid working)
REPORTING TO:	Marketing Manager

We have a vacancy for an outgoing, enthusiastic Marketing & Content Executive who can help promote our range of business solutions and services using our various websites and other digital media platforms.

JOB ROLE & PURPOSE

You will be our Marketing & Content Executive tasked with driving website traffic, converting interested enquires into new business opportunities/ leads, nurturing, and helping convert those leads into new business customers by creating engaging content and copy with an SEO focus.

You will work closely with internal sales and marketing teams, vendors, partners, and external agencies to implement new and updated content, help develop our digital media strategy, assist with customer events, and help to enhance our brand awareness.

It is expected these activities will help generate demand for our software and services from decision makers within our target markets.

The role offers the opportunity to develop your skills across the full marketing mix, with particular focus on copywriting, digital and content marketing.

Websites: www.touchstoneenergy.co.uk, www.touchstonefms.co.uk, www.touchstonebi.co.uk

KEY RESPONSIBILITIES

Your key responsibilities will include:

- Plan, create, deliver, and analyse content marketing campaigns in line with business objectives.
- Monitor social media accounts (LinkedIn and Twitter) including creating, editing, and scheduling social media content to help drive engagement and interest from prospective customers.
- Write new or enhance existing content for new business audiences including mailshots, newsletter articles, blog posts, white papers, guides, infographics, and promotional datasheets.
- Optimise copywrite for search engine results using SEO best practice techniques.
- Keep up to date with market trends, IT automation and AI trends and our competitor developments that could influence our own content marketing campaigns.
- Assist with the development of webinars.
- Attend product launches and networking events as agreed with management.
- Work on any other project as may be reasonably requested by management.

KEY PERSONAL ATTRIBUTES

- Educated to degree level or have equivalent experience.
- Excellent communication skills, both verbal and written, and comfortable communicating with a wide range of stakeholders.
- Ability to prioritise tasks and meet deadlines.
- Have an interest in how software and technology is used within a business setting.
- Enjoys working as part of a team.
- Attention to detail.
- Fast learner.
- Comfortable in a busy fast-paced environment.

EXPERIENCE

- Has worked in a fast paced and dynamic environment.
- Experience in the IT sector promoting business solutions or similar using digital media platforms is preferable.
- Proven experience of producing content for use in a marketing capacity including thought leadership blogs, mailshots, and social media posts.
- Has proven SEO expertise and knowledge.

SALARY & BENEFITS

- Competitive salary
- 25 days' annual leave per annum
- Life insurance - 3 x basic salary
- Pension - 4.5% matched pension contribution
- Membership of private healthcare scheme & Healthshield cashback plan
- Exercise subsidy - up to £25 per month
- Eye test - up to £25 per year
- Cycle2Work Scheme - option to purchase a bike with an interest free loan
- Membership of Employee Assistance Programme
- Hybrid & homeworking - contribution towards home working set-up
- Weekly company breakfast