

My Job: Content Marketing Coordinator

(Commercial Ventures – 18-month FTC)



Deliver content and campaigns for Rightsteps and livelife to deliver against organisation and client goals

WHAT I AM ACCOUNTABLE FOR:

1. **Content Planning.** Work with the Senior Marketing Manager and Key Clients to plan out content to meet their goals.
2. **Content Development.** Create a wide range of clinically validated branded content across multiple channels and formats, to drive high engagement, resulting in demonstrable better mental health outcomes for customers. Includes copywriting and editing, design, and creation.
3. **Campaign Delivery.** Deliver campaigns for clients that drive engagement with their health and wellbeing offering, reporting on performance and optimising based on insight.
4. **Digital Engagement.** Manage website content for a range of clients, including creation, upload, SEO optimisation, design and reporting.
5. **Social media.** Aligned to brand strategy, recommend online engagement approaches, including across social media channels.
6. **Client Support.** Help with any tactical client requests for content or communications to engage their people with their health and wellbeing offering.
7. **Sales Support.** Help with the creation of a wide variety of materials to support the sales team with client acquisition and retention.
8. **Market research.** Conduct market research and stay on top of trends and opportunities.

HOW I OPERATE:

Values Led Leadership

1. I'm results driven and am always looking for ways to improve against objectives
2. I am customer orientated and bring new insights and ideas into the everyday
3. I'm creative and innovative, and enjoy finding new ways to convey information and ideas
4. I'm highly collaborative and can balance a range of activities while keeping stakeholders updated
5. I'm accountable for all my decisions and actions
6. I can explain my plans simply and clearly to audiences of all levels
7. I am organised and methodical with great attention to detail
8. I am positive, thoughtful, agile, and resourceful and take a hands-on approach – I make the most of what we have

WHAT I NEED:

Skills & Knowledge

- A strong all-rounder – you have a great understanding and application of the full marketing mix
- You have a love for writing and design, and are comfortable drafting new content and repurposing existing materials
- Experience of managing website content and developing journeys and assets which support user goals
- Great audience understanding which informs your plans and the campaigns that you create
- Fantastic communication skills, you can balance priorities well and keep people informed at the same time
- Good analytical skills – you enjoy interpreting data and making recommendations based on insight
- Great stakeholder management skills, both internally and externally, including agencies and other suppliers
- A knack for identifying opportunities to add value to customers and clients alike