# FCTG Corporate Marketing Position Description:

# Content Manager (Region: UK)

|  |
| --- |
| **Role Details** |
|  |  |  |  |
| Job Title: | Content Manager | Date: | 23/08/24 |
| Reports to: | Strategic Leader: Global Head of Content Region Lead: UK CT SVP  | Agreed by: | Chris Preston/Scott Alboni |
| Version: | 0.1 |
|  |  |  |  |
| Job Purpose: | The UK Content Marketing Manager for our FCTG Corporate business will play a vital part in our Global Corporate Marketing strategy for one of our most successful brands, Corporate Traveller. The purpose of the role is to produce engaging content that has a measurable impact for customers and brands. This role is pivotal in developing and executing a robust content strategy that enhances our brand presence and supports our business objectives. The ideal candidate will have a strong background in content strategy development, with hands-on experience in content production and oversight. Based in our major hub, London, you will be working to produce engaging content that has a measurable impact for our customers and brands. Day to day you will be working with a team of 8 Content Managers globally based in our international hubs, but you will also collaborate daily with the wider marketing team based in the UK and South Africa. You'll be full of creative ideas, but you equally love getting stuck into delivering on a good brief. You are someone who can work autonomously and independently problem solve, as well as work within the greater brand or content team to deliver results, so you'll be backed by good communication and collaboration skills to contribute to the wider brand strategy.This role would suit someone who has a passion for storytelling and communication, with a large portion of content delivered through writing, but other mediums as well.  |
|  |  |  |  |
| **Accountabilities** |
|  |
| Accountabilities | Weighting % | Objectives | Performance Measures |
| **Content Planning**Responsible for researching, planning, and creating content strategies to support business objectives.  | 40% | Work with business leaders and marketing managers to create high performing, engaging content strategies in line with brand TOV. | Inbound lead genDigital Engagement Timely delivery |
| **Content Creation**Creating and editing content pieces for our brands aligned to their customer insights & brand guidelines across a variety of mediums | 40% | Produce high performing engaging content in line with brand TOV and best SEO practices. Work with in-house creative to deliver that content (video, infographics etc) | Digital Engagement Organic traffic growthTimely delivery |
| **Freelance Management**Source, organize and project manage agency or freelance content creators. | 20% | Drive the delivery of on time and on brief content from external writers/agencies. Maintain strong working relationships with external writer group. | Accuracy of content producedTimely deliveryRelationship management |

|  |
| --- |
| **Detailed Accountabilities** |
| This role is quite varied, covering all aspects of content ideation, production, and project management, however the most common day to day elements of the role include:* Researching, planning and creating content strategy for Corporate Traveller UK and RSA to produce high-performing content pieces.
* Writing and editing content pieces for the regional and global markets, aligned to customer insights, brand guidelines and TOV across a variety of mediums including websites, blogs, third party sites, socials, emails, and more.
* Working with in-house teams and external creative agencies to deliver certain forms of content – videos, podcasts, social media posts, infographics etc.
* Sourcing, organizing and project managing freelancers or contractors for all overflow work when required to execute content production externally.
* Project managing content development from inception through to delivery.
* Ensuring all content produced is in line with SEO and broader digital marketing best practices, while ensuring a positive on-site experience for the user.
* Completing content audits and creating content marketing strategies that are aligned to brand goals, objectives and industry standards.
* Producing content in line with the agreed-upon schedule with the brands, by project managing your own schedule and deliverables.
* Liaise and receive feedback from the internal content team or brand directly about delivered work, and implement feedback given through the editing process.
* Meeting global team members face to face or via Teams to discuss content strategy, results, progress and next steps.
* Working closely with other teams including digital marketing & design to ensure strategies are well-aligned across disciplines and are all working to achieve brand goals.
 |

|  |
| --- |
| **Person Profile** |
| **Key Competencies** |

|  |  |  |
| --- | --- | --- |
| **Competency Area** | **General Description** | **Level**  |
| **Action Oriented and Drives for results** | **Gets things done and has a drive to achieve results** | **Intermediate** |
| **Customer Focused** | **Puts the customer at the centre of mindset** | **Intermediate** |
| **Commercial Acumen** | **Ability to make sound judgements and prompt decisions based on market knowledge, business strategy and key drivers of success.** | **Intermediate** |
| **Product Knowledge and Skills** | **Understands FCTG products and revenue drivers sufficiently to achieve results.** | **Basic** |
| **Teamwork and collaboration.** | **Contributes to and is able to develop and sustain a high performing team. Builds strong peer relationships. Collaborates and partners well across teams, clients and external suppliers.** | **Advanced** |
| **Communication Skills** | **Demonstrates good written and verbal communication skills. Listens well and shares information.** | **Advanced** |
| **Problem Solving** | **Able to analyze and solve complex business/technical problems and overcome hurdles** | **Intermediate** |
| **Organization and effectiveness** | **Effective and planning and organizing own work and work of others.** | **Advanced** |
| **Self-learning** | **Self-awareness and skilled in developing own skills and strengths** | **Intermediate** |
| **Analysis and Insights** | **Gathers and evaluates data/information from various sources and turns it into something meaningful, to assess risk and inform decisions.** | **Intermediate** |
| **Regulation, Personal Data and Privacy** | **Understands and meets regulatory and legislative requirements for data security, privacy, and other digital regulatory requirements** | **Intermediate** |
| **Innovation** | **Supports innovation** | **Intermediate** |
| **Business risk management** | **Effective management of business risks** | **Intermediate** |
| **Project Management** | **Manage delivery across multiple Business Units and Functional Teams** | **Intermediate** |
| **Agile Project Management and delivery** | **Ability to use Agile principles, practices and methodologies as a team to deliver digital solutions collaboratively and iteratively.** | **Intermediate** |
| **Impact and Influence** | **Presents a strategically sound argument or a story with evidence, to influence stakeholders.** | **Intermediate** |

|  |
| --- |
| **Role Capability Matrix** |
|  |  |

|  |
| --- |
| Experience & Knowledge |
|  |
| **Experience/Knowledge** |
| * Experience in Corporate Travel/Travel Industry highly desirable.
* Proven experience in creating and executing digital content - ideally we are looking for at least 5 years minimum in publishing, agency, in-house or freelance capacity.
* An excellent writer with a proven ability to write engaging and accurate copy.
* Experience writing across a range of different formats, in particular experience across blogs, landing pages, ad copy and email content will be strongly regarded.
* Editing and proofing skills with strong attention to detail - exceptional spelling, grammar and command of the English language.
* Other content creation experience (such as social media, long-form research papers, video script-writing) will be considered an advantage.
* A passion for all things content marketing, and a keen interest to stay on top of the latest industry trends.
* Someone who is naturally curious and loves independently solving problems
* An ability to be creative and approach problem solving with ‘out of the box' thinking
* A high level of personal organization and the ability to take ownership and manage projects with many moving parts.
* High personal standards of customer service to external clients and internal teammates. This means meeting deadlines, being proactive and keeping flexible in your delivery to meet the goals of the client.
* Someone who enjoys working in a team environment and comfortable communicating directly with clients.
* Confident across Office Suite and basic project management tools
* A strong understanding of SEO best practices highly desirable
 |
|  |
| Qualifications |
|  |
| **Qualification** |
| Bachelor’s degree (or higher) in Communication, Journalism, Marketing or Business. |

|  |
| --- |
| Remuneration |
| Salary Package OTE | Retainer: $50,000 GBPIncentive: 10%Split: NA |