



## Job & Person

### DIGITAL MARKETING CONTENT LEADER

#### The business:

- Company name : iC Digital Assets Limited
- Website: <http://www.icdigitalassets.com>
- Member of Digital marketing Association
- Business have USP's- Leading Digital Marketing Systems Design for Small Businesses
- Reason for hiring :-

**DIGITAL MARKETING CONTENT LEADER REQUIRED FOR COMPANY EXPANSION FROM £2M TO £4.M,WITH HANDS ON APPROACH TO CREATION LEAD MANAGEMENT OF DIGITAL MARKETING TEAM.**

#### The vacancy:

- Job title : **DIGITAL MARKETING- CONTENT LEADER**
- Reports to: **MANAGING DIRECTOR**
- Primary objective of this role **CREATE CONTENT AND STRATEGIES FOR CONSUMER AND TRADE WEBSITES OF THE COMPANY FROM IDEAS TO EXECUTION.**

## **Content Marketing Manager**

We are looking for a prolific and talented content creator to write and produce various projects and blog regularly, to expand our company's digital footprint, awareness, subscribers, and leads. This role requires a high level of creativity, attention to detail, and project management skills.

### **Responsibilities: ( Email Marketing )**

- Manage and build various email lists and campaigns, including the design templates, calls-to-action, and content used in your email sends.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Measure results and optimize the nurture tracks for these segments to convert leads to customers.
- Work to minimize list decay and unsubscribes while increasing productivity of our email sends.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

### **Responsibilities: ( Day to day duties in the role )**

- Create 1-2 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, videos etc.).
- Blog on an ongoing basis in support of your other projects and to attract site visitors through search, social, and our email subscribers.
- Grow our subscriber base by providing them regular, helpful content that's in-tune with their needs.
- Collaborate with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Convince others that your creative ideas are worth investing time and effort in. This role is at the core of the marketing team, **and others will rely on your work every single day.**

### **Requirements:**

- BA/BS degree or equivalent working experience.
- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, Wordpress etc.)
- Past experience building audiences either online or offline.
- In-depth knowledge of Content Optimization System to blog and produce smart CTAs according to visitor lifecycle stage.
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- - **PLAN ANNUAL/QUARTERLY/ MONTHLY CONTENT FOR BLOG AND SOCIAL MEDIA**
  - **CREATE WORKFLOW AND STANDARD PROCEDURES FOR TEAM TO FOLLOW**
  - **CREATE QUICK TEAM METHODS FOR PRODUCT AND CONTENT ROLL OUT**

- CREATE AND MANAGE EMAIL CAMPAIGNS USING EMAIL MARKETING SYSTEMS
  - RESEARCH AND WRITE BLOG POSTS FOR [WWW.ICDIGITALASSETS.COM](http://WWW.ICDIGITALASSETS.COM)
  - PROFILE CUSTOMERS INTO “PERSONA” AND WRITE BLOGS RELATIVE TO “PERSONA”
  - WRITE SOCIAL MEDIA CONTENT SUCH AS FACEBOOK, TWITTER, TUMBLR AND OTHERS
  - FOLLOW A QUARTERLY MARKETING PLAN AND CREATE SUB- CAMPAIGNS
  - CREATE AND UPDATE OWN “SMARTSHEET” WORKFLOW AND REPORTING
  - WORK WITH PUBLIC RELATIONS AND OTHER CONTENT COLLEAGUES
- Job located at : iC Digital Assets Corporate Offices
  - Days & Hours of work: **MONDAY TO FRIDAY 8AM TO 5PM NO WEEKEND WORKING**
  - Any travelling / nights away from home involved?: **NO**
  - Training opportunities: **INDUCTION TRAINING ON INTERNAL ORDER SYSTEM/ BASIC INTRODUCTION TO LIGHTING SYSTEMS**
  - Likely career progression: **MARKETING DIRECTOR**

## The person:

- Minimum academic or professional qualifications required: **MARKETING DEGREE/DIPLOMA/TRAINING**
- What experience is required?
  - (1) Must have... **BLOGGING EXPERIENCE**
  - (1) Must have... **EMAIL MARKETING EXPERIENCE**
  - (1) Must have... **WORDPRESS OR HTML EXPERIENCE**
  - (1) Must have... **SOCIAL MEDIA CONTENT CREATION EXPERIENCE**
  - (1) Must have... **ABILITY TO CREATE IDEAS AND PLANS**
  - (1) Must have... **UNDERSTANDING OF INTERNET MARKETING**
  - (1) Must be able TO **READ TECHNICAL SPECS AND INSTRUCTIONS**
  - (1) Must be ..... **PUNCTUAL AND CONSISTENT**
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  - (2) Like to have...**MARKETING EXPERIENCE**
  - (2) Like to have..**MINIMUM 2 YEARS EXPERIENCE IN SIMILAR ENVIRONMENT**
  - (2) Like to have..**ABILITY TO CONCENTRATE WITHOUT DISTRACTION**
  - (2) Like to have **.VIDEO PRODUCTION EXPERIENCE**
  - (2) Like to have **.PHOTOSHOP EXPERIENCE OR IMAGE MANIPULATION**
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- Preferred minimum number of years experience: **MIN 2 YEARS IN INTERNET MARKETING**
- Essential character traits ( DESCRIBING WORDS)
  - **TEAM AND TASK ORIENTATED**
  - **METHODICAL AND GOAL AND RESULTS SEEKING**
  - **ACCURATE**
  - **HONEST**
  - **PERSUASIVE**
  - **POSITIVE OUTLOOK ON LIFE**

- ADAPTABLE
- PASSIONATE
- PERSONABLE
- PATIENT
- ATTENTIVE
- HANDLE THE UNEXPECTED
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- Driving licence / own transport required : **NOT REQUIRED**
- Your preferred maximum distance home-to-work: **45 MINUTES**

## The Rewards:

- Basic salary: **£35,000-£45,000**
- Overtime: **NONE**
- Any benefits eg. Car, fuel, health insurance, mobile phone, laptop, pension, parking, childcare vouchers etc
  - **FREE PARKING AVAILABLE**
  - **TEA/COFFEE/ KITCHEN**
  - **PLEASANT OFFICE CONDITION/AIRCONDITIONED**
  - **SMALL COMPANY FRIENDLY**
- Holiday entitlement (eg 28 days pa incl' bank holidays): **21 DAYS PAID PLUS BANK HOILDAYS**
- Sickness entitlement (eg, maximum days paid pa): **TO BE ADVISED**

## Company Biography.

**iC Digital Assets Limited was formed in 1986 as a technical publisher of computer magazines books, conferences, seminars, exhibitions and software. It became a multi million pound business which sold the majority of it's assets, retaining a specilaised business unit focused on SME business development.**

**The company provides consultancy services and tools for small to medium size businesses**

**Consumers/Retailers/Wholesalers/Architects/Designers/Government/Hospitals and many others**

**Contact: Managing Director: [alan@icdigitalassets.com](mailto:alan@icdigitalassets.com) during working hours which are Monday to Friday 8am - 5pm.**