

Content / Marketing Executive

andrea@favouritepeople.co.uk

Phone :

Web :



Job Summary

Vacancy :

Deadline : Dec 27, 2024

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Job Title: Content/Marketing Executive

Location: Manchester

Salary: £32,000

Type: Full-time

Industry: B2B Marketing Agency

About the Agency:

Favourite People are working with a leading B2B marketing agency based in the heart of Manchester. With beautiful offices and a warm, collaborative culture, this agency is dedicated to delivering exceptional marketing solutions for a diverse range of B2B clients.

Role Overview:

The agency is seeking a talented **Content/Marketing Executive** to join their dynamic team. In this role, you will focus on creating high-quality, engaging content specifically for a variety of B2B clients, helping them effectively communicate their brand messaging and value to their target audiences.

Key Responsibilities:

- Develop, write, and edit high-quality content for B2B clients across various formats, including short-form and long-form content for websites, blogs, newsletters, and social media platforms.
- Ensure all content aligns with each client's brand voice and effectively conveys their unique value propositions.
- Conduct thorough research on industry trends, target audiences, and competitors to ensure content is relevant and authoritative.
- Collaborate with account managers and the marketing team to plan and execute content strategies, including campaigns and promotional materials tailored to specific client needs.
- Review and proofread content to maintain the highest standards of quality and accuracy.
- Analyse content performance metrics and provide insights to clients for continuous improvement.

Requirements:

- Excellent writing skills with experience in producing both short-form and long-form content in a B2B context.
- Proven experience in B2B content marketing, preferably within an agency environment.
- Strong attention to detail and the ability to tailor content for diverse audiences.
- Familiarity with SEO best practices and content optimisation techniques.
- Excellent research skills and the ability to transform complex topics into clear, engaging content.
- A proactive attitude with the ability to manage multiple client projects simultaneously.

What They Offer:

- Competitive salary of £32,000.
- A supportive and inclusive team environment.
- Opportunities for professional development and career growth.
- Flexible working arrangements.
- Beautiful office space in the heart of Manchester.

How to Apply:

If you're a motivated individual with a passion for content creation and B2B marketing, we want to hear from you! Please submit your CV to andrea@favouritepeople.co.uk

Join this outstanding Manchester-based agency and help their B2B clients thrive through exceptional content marketing!

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
