

Job description

Job Title: Content Marketing Executive

Location: Abingdon, Head Office

Department: Marketing

Position Reports To: Marketing Manager

Company Overview

Gigaclear is a fast growing, game changing builder and provider of pure fibre broadband services to residential customers and businesses in England. We have an ambition to make a significant difference to the broadband landscape in rural England and improve our customers lives through the provision of world class broadband services.

The marketing team are integral to the organisation's overall success by managing how we speak to our audiences, when and through which channels. Led by a Head of Marketing and Communications, the priority of the team is focused on acquisition of leads and prospects through a multi-channel marketing approach. The team proactively are growing and developing the Gigaclear brand within the telecoms industry while creating communities that love us.

Purpose of the job

This role is an essential part of the marketing team focussed on creating engaging content to use across multiple channels.

As a member of the marketing team, this role will focus on creating and managing content on our social media channels, marketing campaigns, events, branded assets and our website. Attention to detail, creative writing and the freedom to evolve this role make it a great starting point for the right aspiring candidate. You will be an integral member of the team with allocated projects and deliverables. But, working across all the marketing functions will be able to proactively contribute to multiple work streams and projects. The key deliverables for this role will be multi-channel content and assets for product launches, managing and delivering our content strategy, creating engaging marketing materials and campaign assets.

Key Accountability & Responsibilities

- Create and deliver content within the strategic outline across social channels and marketing assets
- Manage our social media channels and develop additional outlets
- Be accountable for deliverables within the marketing plan and strategy
- Work as part of the marketing team to deliver marketing projects
- Maintain and update our website with new content, news and information
- Work with the marketing team and agency support to deliver campaign assets
- Be accountable for branded assets for sales team promotions
- Work with agency to support event coordination

- Measure appropriate ROI and KPIs

Knowledge & Skills

- Background in communications and/or marketing
- Organised and focussed on deliverables
- Results driven individual
- Salesforce and Pardot experience is desirable
- Basic HTML is desirable
- Great written skills, creative and an eye for detail
- Able to work independently and as part of a wider team
- Proactive and accountable
- Experience of working with and managing agency resource
- Experience of working with technology, Telco or ISP not essential

Qualifications & Accreditations

- A marketing or communications related qualification and/or degree or experience

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.