

Groupcall Ltd – Content Marketing Executive

Location: South Woodford, London
Reports to: Chief Marketing Officer

COMPANY:

Groupcall provides data and communications services to the UK education sector. Our products are used in more than 18,000 UK schools, dozens of local authorities and the largest multi academy trusts in the country. We have enjoyed considerable growth in revenues, profits and company size in recent years and the Content Marketing Executive is a pivotal role to help build on this success.

ROLE OVERVIEW:

To be the lead marketer within Groupcall for content generation and dissemination, leading to increased awareness and preference for the Groupcall brand and the Groupcall product offering in the education sector.

KEY RESPONSIBILITIES:

- Conduct market/customer research where appropriate to ensure Groupcall fully understands customer/prospect drivers.
- Produce videos, blogs, case studies, product demonstrations, whitepapers, e-books, infographics, opinion pieces, articles, news items etc. to help increase engagement and lead conversion.
- Collaborate with product and development teams to produce relevant copy for brochures, sales materials and product briefs.
- Develop Groupcall's social media strategy and implement communications utilising the most appropriate social channels to develop and grow our communities, regularly feeding back on progress.
- Manage and deliver Groupcall's content calendar ensuring regular, relevant and engaging content is delivered on time to meet the wider marketing objectives.

JOB SKILLS:

- A passion for the English language and the ability to write in differing styles.
- Skill at both long-form and real-time content creation and distribution.
- Strong understanding of search engine marketing.
- A keen understanding of the education market.
- A track record of delivering quality content on tight deadlines.
- Knowledge of web analytics tools, social media marketing and monitoring applications.
- A working knowledge of video production and editing would be advantageous.

The successful applicant will ideally have a marketing and/or English degree or have a minimum of 3 years' experience within a busy marketing environment working in a content role. The applicant must be self-motivated, a font of content ideas, and be used to working in a busy environment with the ability to work unsupervised.

Groupcall is an equal opportunities employer and is committed to ensuring that all partners, staff, job applicants, customers and suppliers are treated fairly and with respect, irrespective of their actual or assumed background including gender, sexual orientation, marital status, age, race (including colour, nationality and ethnic origin, religion/belief or disability).