

Job description

SOCIAL & CONTENT MARKETING MANAGER

A new and exciting opportunity has arisen for a Social & Content Marketing Manager to join our brand and creative consultancy.

We're looking for a dynamic and results-driven marketer to take the lead on our agency's content marketing, social media and inbound lead generation. This new role will be an integral member of our Marketing & Business Development team and will work closely with our Client Partnerships, Insight & Strategy, and Creative teams.

You will be responsible for raising awareness of the work we do in our priority sectors (education, charities, automotive, fintech and public sector), with a focus on supporting business development colleagues by generating new leads for follow-up. This will be done through the ideation, planning and creation of useful and insightful content, and sharing this through social media channels and email marketing.

We are looking for a big thinking content marketer who's happy to roll their sleeves up and things done. Someone who is passionate about finding new ways to provide useful information that helps marketers to succeed and positions the psLondon team as problem solvers. Simply put, someone who has great ideas and knows how to implement them.

We are a growing, award-winning brand and creative consultancy, creating exciting new futures through brand differentiation and creative excellence for ambitious organisations around the world. We're a vibrant, personable, and hard-working team and we have lots of fun along the way.

This role may also work with our sister film production team, Studio Hansa, and other partners we develop over the coming years.

Key responsibilities include:

Content marketing

- Develop an annual content and social media strategy that aligns to business development goals and objectives
- Collaborate with agency colleagues to develop ideas for thought leadership, research reports, whitepapers, blog posts and social content
- Interview relevant team members and ghost-write content to build their and psLondon's profile



- Work with our Insight & Strategy team to develop insightful insight-based content that solves problems for our clients and prospects
- Develop briefs for our Creative team and manage the creation of beautifully designed content that meets our high quality standards
- Manage the uploading of content to our website and lead its dissemination through social media channels and email marketing
- Generate leads through driving engagement with social posts and email clicks

Sales enablement

- Develop content and supporting emails for Business Development colleagues to undertake outbound lead generation
- Plan and manage lead generation content marketing campaigns, for follow up by Business Development colleagues
- Responsible for updating and maintaining our creds deck and case study library to support our Commercial team
- Work with Client Directors to create content tailored to individual client development plans

Social media management

- Plan and deliver monthly social media plans, with an aim of 3-5 posts a week across LinkedIn and Twitter
- Launch our Instagram account in collaboration with Creative colleagues and develop a plan for content generation
- Manage our community on social media, highlighting engaged clients and prospects to relevant Commercial team members

Website and asset management

- Drive on-page SEO through the regular updating of content and ensuring copy is optimised for SEO
- Work closely with colleagues to provide recommendations for updates to our website, working with external suppliers to action

Content for outreach and award submissions

- Drive off-page SEO through sharing content for link building
- Identify opportunities to build brand awareness through digital events and awards
- Adapt case studies and content for award submissions and lead on their submission

Beyond the day-to-day

- Other ad-hoc marketing and communications projects, as per business needs.
- Be a cultural ambassador to the agency; promote initiatives internally and



externally; showcase activities and achievements internally and on social media.

- Attend industry events as appropriate to represent the agency and encourage other members of the team to attend.
- Proactive suggestions for new processes and tools to improve our agency communications
- Support the Leadership Team with ad hoc projects as required.
- Contribute to every aspect of agency life, including Friday 'Beer o'clock', Awaydays, Show & Tells, Training & Development and more.

Who you are

- A highly motivated, passionate and organised person, who can work autonomously and loves getting things done.
- A creative thinker who collaborates well with colleagues to form ideas and clear action plans with realistic timeframes.
- An experienced, results-driven and commercial B2B content marketing professional who loves to stay on top of marketing, PR and social media trends and news.
- An intelligent, but humble individual, who can work well with others and enjoys collaboration.
- Someone who can appreciate the benefits of working in a smaller creative business.

Skills/experience you'll need

- 2-3 years' minimum experience in B2B content and social media marketing.
- Experience managing LinkedIn and Twitter accounts.
- Experience in content creation and copywriting for B2B audiences, ideally within the advertising, creative or marketing industry.
- Ideally some experience in email marketing and using CRM systems to develop campaigns.
- Ability to analyse data and report on campaign performance.
- Confident working with creatives to get high quality work that meets briefs.
- Comfortable working in a small and energetic team, as well as on your own.

