

## Content Marketing

**Fixed Term Contract Until 30<sup>th</sup> June 2022, Full Time (40 hours a week)** It is possible that the role could be extended but that is subject to additional funding being obtained.

£22000 - £25000 depending on experience

## The Role

We require a content specialist to join our team. Content (in many forms) is the lynchpin of the business. We use it to encourage entrepreneurs to access our services, to shout about our work and to support the team in the programmes they are delivering.

We are looking to bring in someone with some experience in both designing and creating content, who can create content for our social media channels and website and have the ability to write short, snappy press releases and newsletters or guide the team in their creation.

This is a brand-new role so there is no “ideal” candidate but your ability to be creative, to think outside the box and work well in a team are the most important attributes.

## Main Duties and Responsibilities In the role you will:

- Control the creation of both promotional content and learning/business support style content
- Work with the team to come up with creative ways of using content to communicate our successes.
- Refine content such that it works across all our platforms i.e., a video on creating a cashflow may have to have different content if used in one of our training workshops rather than a promotional tool.
- Manage day to day website updates, including creating, building, and amending pages
- Manage social media pages
- Help develop the team in latest marketing strategies.

## Person Specification

- Excellent communicator - in multiple mediums and at multiple levels
- Strong ‘translator’ – be able to break down complex subjects i.e., cashflows and help them be understood
- Creative especially visually
- Be able to efficiently manage multiple activities
- Competent with technology – specifically with basic office programmes like word and excel and platforms such as Zoom, Teams and Hubspot plus any other software appropriate to your skills and experience
- Be interested in/passionate about small businesses
- You must have a friendly personality, love working within a team, have an ability to get your workdone without too much supervision and thrive on the challenges that a small business environment brings.
- Ideally be based in Norfolk or Suffolk

**We have offices in Kings Lynn and Norwich but since Covid we have adopted a mix of working from home as well as in one of our offices. It is therefore essential that you have access to superfast broadband at home.**

### **Our Purpose**

Encouraging Enterprise - To help entrepreneurs navigate the path to business success by providing services of real value, delivered with unrivalled customer service

### **Our Mission**

We deliver real impact to entrepreneurs, supporting them every step of their journey. We believe that anyone can become an entrepreneur and those who choose that path should be given the best chance, regardless of background. We empower entrepreneurs to realise their ambitions.

We enjoy sharing our knowledge but never stop learning ourselves. We are not afraid to do things differently.

### **Funding**

The role will be dedicated to specific projects funded by one of the following:

A position part-financed by European and Structural Investment Funds

A position co-financed by the European Regional Development Fund

A position financed by UK Community Renewal Fund

### **Applications**

To apply please send a covering email explaining why you are well suited to the role, along with your CV to [advance@nwes.org.uk](mailto:advance@nwes.org.uk)

Closing Date: 7<sup>th</sup> December 2021

Start Date: Immediate