

JUNIOR CONTENT PRODUCER

2021

Reports to: Marketing Team Leader • **Location:** Colchester Office

Purpose of the Role

To gain experience in a wide range of the Company's marketing activity (online and offline), including social media management and email marketing content. Supporting the development, implementation and delivery of the company's marketing strategy, the Junior Content Producer will primarily develop content for email, social media, website and print that drives customer engagement. This is a junior/apprentice role and would suit a candidate with a flair for writing, interest in marketing and a hunger to learn.

Supporting Structure

Working as part of the Marketing Team, the Junior Content Producer reports directly to the Marketing Team Leader and will work closely with the Content Writer. Training will be provided both internally and externally as part of an apprenticeship program.

Key Accountability

The Junior Content Producer will contribute extensively to social media and email campaigns and assist in managing the Company's profile through the various means outlined in the responsibilities below.

Specific Attributes

- A very good written communicator, with the potential to write engaging content across different platforms
- A passion for social media and email marketing
- An interest in electronics, engineering and STEM subjects would be an advantage but not essential
- Excellent proof-reading skills
- Hard working and enthusiastic
- Efficient, self-motivated, with excellent time management skills
- Attention to detail
- A high degree of learning ability
- Works well both in a team and individually



Rapid
helping you make it

Responsibilities

1. To create relevant content for the company's email marketing campaigns, landing pages & minisites
2. Help to manage the production of social media content, and assist the Content Writer in managing the company's social profiles, planning, executing and reviewing all posted content
3. Assist the Content Writer in maintaining the brand's social tone of voice and respond to customer feedback generated by social networking platforms
4. To work with the Marketing Team Leader, Digital Marketing Executive and Content Writer to effectively plan and implement all email marketing campaigns
5. To review all online customer facing content and ensure it meets usability and quality standards
6. To assist the Content Writer in proactively sourcing, creating and writing case studies, customer profiles and press releases for the company, its events and products, and liaise with trade publications where necessary
7. To assist in the management of news articles, ensuring items are published regularly and on relevant sites
8. To write and proofread content for offline publications and marketing literature as requested
9. To provide content for miscellaneous promotional activities, such as awards, exhibitions and events
10. To liaise with the company's videographer on new video content
11. To work closely with the Marketing Team Leader, Digital Marketing Executive and Content Writer to ensure content is produced on time and deadlines met
12. To carry out research on competitor's and supplier's websites to gain knowledge, ideas and identify new content opportunities
13. To understand the principles of SEO and apply it to all website content
14. Understand basic HTML and use it within the company's Content Management System
15. To assist customers with any website usability issues
16. To assist with the planning and testing of web developments



Rapid Core Values

Great Attitude

- Bring energy to the team every day
- Motivate and inspire others with a positive outlook
- Build meaningful relationships with colleagues and contacts
- Address problems in a positive way
- Listen carefully, reflect and think broadly, with agility

Be Successful

- Prioritise own workload and be pro-active in the pursuit of goals
- Accountable for own performance delivering business goals over personal gain
- Always set expectations and dependencies and deliver to them
- Diligent approach to the detail but not losing sight of the objectives
- Maintain a work/life balance and not be easily distracted

In a Professional Way

- Always punctual with a professional approach
- Dependable due to reliability, flexibility and integrity
- Exceed both customer and colleagues expectations
- Proactively communicate internally to enhance the success of our common goals
- Take pride in sharing your, or Rapid's success externally

With a 'Be Better' Mindset

- A high degree of learning ability, drive and ambition to succeed
- Confident and can articulate strengths and development areas
- Listen well to constructive feedback from line manager and give feedback with good intent
- Positive attitude towards shared goals and set challenging personal objectives
- Constantly look for innovative working practices and processes
- Belief in the ability for new technology to improve our environment and wellbeing

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