

# CONTENT WRITER

2022

**Reports to:** Marketing Team Leader • **Location:** Rapid HQ, Colchester



## Purpose of the Role

The Content Writer is an intelligent and enthusiastic individual who will use their creative skills to produce high quality marketing content. Supporting the development, implementation and delivery of the company's marketing strategy, the Content Writer will develop copy for email, social media, website and print that drives customer engagement. An original thinker, they will demonstrate a high standard of written English and the ability to devise innovative creative concepts. Working across our key markets of electronics, engineering and electric vehicle charging, the ideal candidate should have an understanding of these areas and be able to write about them with flair, authority and with a good level of technical knowledge.

Rapid operates in a dynamic, fast moving environment, so the Content Writer must be able to demonstrate an excellent track record of both planned and responsive marketing. This role involves producing scheduled content that achieves measurable results as well as identifying opportunities to engage with customers spontaneously on social media.

## Supporting Structure

Working as part of the Marketing team, the Content Writer reports directly to the Marketing Team Leader.

## Environment

The Content Writer role is office based, at our company HQ in Colchester.

## Key Responsibilities

This role, working closely with the Marketing team, will have overall responsibility for all written aspects of the company's offline and online marketing. We are looking for somebody with technical expertise to support these key markets:

- Electronics
- Engineering
- Education
- Electric Vehicle Charging

## Specific Attributes

- Outstanding written communication. With the proven ability to write engaging content
- 1 + years' experience writing technical content
- Capable of managing multiple projects in addition to day-to-day duties
- Excellent proof-reading skills
- A high degree of learning ability and emotional intelligence
- Ability to influence internal and external stakeholders
- Ideally have an interest in the key markets of engineering, education, EV charging
- Efficient, self-motivated, with excellent time management skills
- Hard working and enthusiastic
- Work both well in a team and individually

**Rapid**

Rapid part of the **CONRAD** Group

## 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 proactive 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

## Responsibilities

1. To create clear and engaging content for the company's email marketing campaigns, landing pages & minisites
2. To take responsibility for selected social media content, managing the company's profile, planning, executing and reviewing all posted content
3. Maintain 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 and Digital Marketing Executive to effectively plan and implement all email marketing campaigns
5. To review all online UI content and ensure it meets usability and quality standards

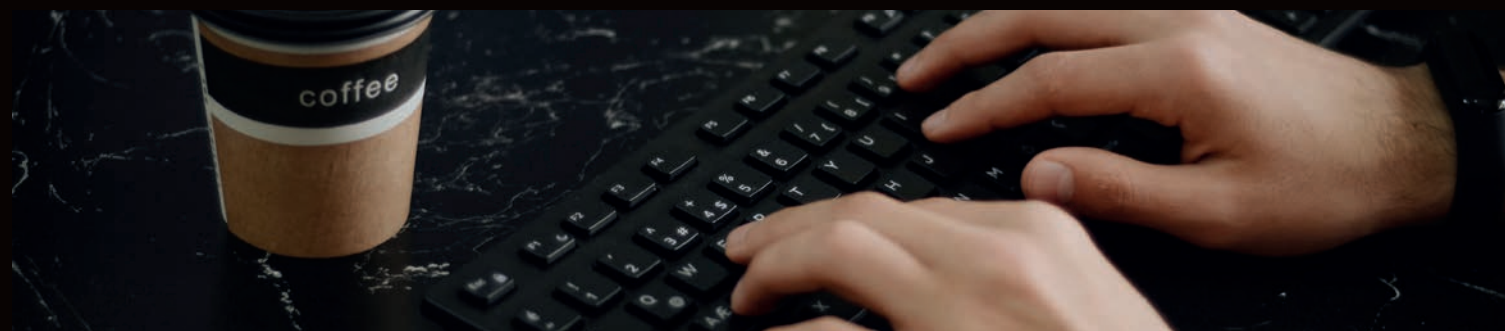
6. To proactively source, create and write case studies, customer profiles and press releases for the company, its events and products, and liaise with trade publications where necessary
7. To take responsibility for the management of news articles, ensuring items are published regularly and on relevant sites
8. To write and proofread content for offline publications as requested
9. To have an interest and knowledge of electronics, engineering and EV charging
10. To liaise with the company's videographer on text for new video content
11. To carry out research on competitor's and supplier's websites to gain knowledge, ideas and identify new content opportunities
12. To understand the principles of SEO and apply it to all website content
13. Understand basic HTML and use it within the company's Content Management System

## Quality – "Our Commitment"

Our Mission is to enhance the UK's engineering and manufacturing capability through 3 distinct customer sectors utilising Rapid's technical, supply chain and eCommerce capabilities.

The key to achieving this is by operating an Integrated Quality Management System (IMS) in accordance with ISO 9001: 2015, ISO 14001 and ISO 45001 and embedding a Continuous Improvement way of working and culture. It is expected that you understand how this commitment to quality affects your day to day role and how you can help to strive for constant improvement in this area.

[Apply For This Job](#)



**Rapid**

Rapid part of the **CONRAD** Group