



CONTENT MARKETING SENIOR EXECUTIVE.

As a Content Marketing Executive your overall responsibilities will be to help raise brand awareness for Top Banana in our identified target audiences and to assist in generating new business leads, in line with company objectives.

Your specific marketing focus and responsibility will be to proactively develop, run and deliver Top Banana's strategic content plan encompassing social media as a priority, PR, campaign content, case study creation and written award entries.

Key responsibilities:

- To proactively and reactively drive, write, engage and track our social media strategy across LinkedIn, Instagram, TikTok and Vimeo and promote engagement of these channels to the Top Banana team
- Staying up to date with the latest social media trends and digital technologies
- Ensure that communication and conversations are had with the wider team at Top Banana to ensure no messaging/content opportunities are missed and content is captured and built into a content calendar
- Working closely with the Group Marketing Manager and our external PR consultant to deliver the PR strategy, taking ownership of the events and local/regional press and building relationships with key press titles
- Improve the variety of content type being produced by Top B to offer our target audiences a diverse range of content including social media, PR, e-marketing, case studies, blogs, award entries
- Understand Top Banana's target audience and segmentation to be able to deliver bespoke messages to our target audiences as part of the content plan and wider campaign messaging
- Create and manage all content on Top Banana's website ensuring it remains current and correct
- Be an ambassador including how we look, how we show up, tone of voice and business messaging
- To work with our brand guidelines and ensure strict adherence to external and internal
- Actively recognise and respond to external and internal activity to create relevant and timely content
- Manage all marketing content on the Top B system along with content on the Top B intranet
- Manage Top Banana's award entry strategy by preparing and writing entries in relevant award bodies and to ensure maximum exposure of any wins or shortlisting
- Responsible for organising an internal de-brief on all client events to understand each project and create written case studies where possible and where we can use them for marketing in the future e.g. awards, press features etc
- Manage the case study matrix to easily identify project activity and where missing information is required
- Support with weekly updates during team WIP and monthly reports on all areas of your activity for the Marketing Manager to share in operations meetings.

Key skills and expertise:

- Educated to degree level in a relevant field preferred
- Minimum 3 years' experience in marketing
- Strong experience in creating content for LinkedIn, Instagram, Facebook, Twitter, TikTok and Vimeo is essential
- To be able to work autonomously and independently
- Be confident in developing ideas, content and challenging the norm
- To be timely and keep up with the pace of content
- Familiarity with SEO advantageous but not essential
- Familiarity with paid social media advertising advantageous but not essential
- Strong communication and writing skills with an eye for detail and ability for thorough proof-reading

Benefits:

- Private medical insurance
- Life Cover
- Eye test
- Annual Flu
- Employee Assistance Programme
- Work Anywhere for two weeks
- Flexible working