



Job Title: Content Marketing Executive
Based at: Stagecoach Head Office, Woking
Reports to: Head of Marketing
Salary: £28k - £34k

Job Purpose Summary

The Content Marketing Executive works alongside the Stagecoach Performing Arts Network and Head Office Marketing Team to coordinate and deliver content marketing campaigns for the brand and our franchise network. This includes managing B2C and B2B content across channels and delivering and producing content to inspire franchisees to deliver growth.

Key Responsibilities & Accountabilities

Content Marketing

- Own and manage content across all national websites (including blog, landing pages, policies and images)
- Own and manage the B2B website and content (including emails, advertorials/editorials)
- Working with Marketing Manager on delivering SEO strategy
- Create and oversee the creation of written and visual content for Emails
- Increase engagement and following on LinkedIn and report on performance
- Create and manage Stagecoach content plan
- Collaborate with other members of the team to plan and research content ideas and campaigns to drive brand awareness and engagement across channels
- Analyse trends and competitor research to identify opportunities within the digital space

Communications:

- Support with PR campaigns where necessary
- Sign off B2B PR templates/releases
- Help with Social content/posting as needed
- Write national customer emails and keep track of successes as part of the ECRM initiative

Administration:

- Respond accordingly to emails/telephone calls for the network
- Raise POs and track Marketing spend for Department
- Deal with ad hoc projects as and when required
- Keep online Personnel Feedback System up to date at all times

Ad hoc:

- From time to time there, work on new projects that come up which may require you to work with others in the business



Knowledge & Skills Required

Essential

- Experience in delivering content marketing strategy
- Excellent written and verbal communication skills
- Strong ability to guide the content creation process from ideation through to execution. A natural storyteller with a flair for writing and making basic copy sound appealing
- Editing skills, including the ability to take rough content and shape it into a compelling story or repurpose existing content into new forms or for different audiences.
- Understanding of current marketing concepts, strategy and best practices.
- Solid marketing experience including a leaning towards digital marketing
- Organised and reliable with excellent attention to detail.
- Comfortable conducting analysis using data.
- Proven experience working successfully with a variety of stakeholders.
- Self-starter who can work under their own initiative and needs minimal oversight to achieve goals. • Able to prioritise, handle multiple simultaneous tasks and work in a fast-paced environment.
- Must be prepared to travel if required

Desirable

- Qualified member of the CIM, Diploma/ Degree in Marketing, or equivalent
- Knowledge of Google business systems
- Experience in CRM systems
- Marketing Automation software knowledge
- A keen passion for the performing arts industry

Please submit CV & Covering Letter to recruitment@trafalgarentertainment.com with the subject line 'SC Content Marketing Exec'

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