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| POSITION: | Web Content Writer |
| REPORTS TO: | Web Content Manager, Sales & Marketing Director |
| LOCATION: | London |
| EMPLOYING ENTITY: | London Theatre Direct |
| HOURS: | Full time, 40 hours per week |
| SALARY: | £26k - £30k , dependant on experience |

Established in 1999, London Theatre Direct is one of the UK's leading ticket agents and distributors. As one of the first companies to sell theatre tickets online in the UK, through to developing interactive seating plans, connecting to multiple API systems, and becoming the first ticket seller in the world to accept bitcoin, London Theatre Direct continues to innovate using the latest technologies.

We connect directly to numerous box office ticketing systems and offer a vast range of events and millions of tickets for sale to shows in London and Broadway.

Job Purpose:

Responsible for planning, organising, creating, and publishing content to best accomplish our targets. You will be working closely with the wider content and marketing team to optimise content in relation to specific goals and marketing campaigns as well as the overall content strategy.

Key responsibilities:

- Assist in the development of content strategy aligned with short-term and long-term marketing goals and objectives
- Collaborate with marketing and design teams to plan and develop site content, style and layout
- Create and publish engaging content
- Edit, proofread, and improve creative content and posts
- Conduct keyword research and use SEO guidelines to increase web traffic
- Optimise content for SEO
- Ensure all-around consistency (style, fonts, images and tone)
- Proofread, edit and update web content as needed
- Use content management systems to analyse web traffic and user engagement metrics
- Raise brand awareness
- Monitor web traffic and metrics to identify best practice
- Identify where improvements can be made, generate new ideas and stay up to date with new developments
- Ensure content distribution to online channels and social media platforms to increase web traffic
- Assist in the preparation and delivery of web traffic analysis, updates, and presentations as required
- Identify customers' needs and gaps in content and recommend new topics
- Keep up to date with industry developments and new ideas to capture audience attention
- Undertake any other ad hoc duties as and when required

(Cont.)

Experience & skills required:

- Exceptional attention to detail and organisation skills
- Detailed understanding of SEO, key word research, web metrics
- Exceptional writing, editing and proofreading skills
- Excellent written and verbal communication
- Interest in and knowledge of theatre (West End particularly) is a plus
- Knowledge of HTML and web publishing is a plus
- Good understanding of MS Office and WordPress
- Strong team player
- Proven experience as a Content Writer

To submit your application, please submit a CV and cover letter as to why you think you are suitable for the role to **recruitment@trafalgarentertainment.com** with the subject of 'LTD Web Content Writer Application' by Sunday 17th July 2022.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.