

LEDGER BENNETT

Content Strategist and Writer

London, England, United Kingdom

Are you searching for your dream job? Here at Ledger Bennett, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

Ledger Bennett are looking for an experienced Content Strategist and Writer to join our team in the UK.

What will my new role involve?

We are looking for an inventive Digital Content Creator with strong writing skills who thinks strategically, understands digital media channels, and can plan content to engage and convert for one of our newest, most exciting clients.

We are looking for a London-based Digital Content Creator with 3+ years' experience who can understand a client's objectives, markets and audience and can identify, create, manage and deliver creative content using a range of techniques, across digital channels including web, paid, social using customer-focused content and creative copy and messaging. We have an amazing new client ready for you to start!

Key Responsibilities:

- Day-to-day management and creation of content for digital channels.
- Create inspirational, informative and engaging content covering blogs, on-page content, bite-sized content and social posts, eBooks, Infographics and presentations.
- Plan, produce and create a programme of digital content to be used across digital channels, increasing engagement with the target audiences.
- Develop creative ideas, suggest new innovative ways of delivering digital content and keep up to date with the latest digital marketing trends.
- Research our client's market to understand trends and topical news that might drive new content, copy and messaging.
- Work with colleagues in the media team to understand what is performing and focus on digital content that will help drive that performance.
- Create awareness and interest within target audiences to help drive traffic to engage with digital content.

- Monitor, analyse, and report on the performance of digital channels/activities using tools like Google Analytics, feeding back to stakeholders and using the data to inform future activities.
- Prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly.
- Contribute to and work with relevant teams and stakeholders to develop, manage and implement the digital side of integrated marketing campaigns.

Our ideal Content Strategist and Writer will have the follow skills.

- Have an understanding and appreciation for what is required to plan, create, and execute digital campaigns across search and social platforms.
- Strong writing experience.
- Understanding of SEO and how content can support that.
- Experience in campaign planning.
- Understanding of the B2B market in the UK (essential) and globally (nice to have) – from SMEs through to Enterprise sized clients.
- Client and internal stakeholder management and collaboration.
- Excellent oral and written communication skills.
- Strong attention to detail.
- Can adapt thoughtfully yet rapidly in response to changes in internal and external conditions.
- Ability to manage stakeholder expectations and coach them on industry best practices.
- Ability to easily prioritize multiple projects and tasks simultaneously with a sense of urgency.
- A proactive self-starter who is always looking to expand their knowledge and capabilities in digital marketing.

What can we offer you?

As our Content Strategist and Writer you will be entitled to a competitive salary plus a range of benefits including:

- Generous Holiday allowance. 25 days + bank holidays + your birthday off
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- Choose your own homework-equipment!
- A bespoke People Framework to ensure you have the right support, tools and skills to carry out your role
- Full 4 x salary life insurance
- Free and confidential anytime access to an award winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, Access to Ledger Bennett MyWellness, which offers additional services that help you take control of your own health

Why work for Ledger Bennett?

At Ledger Bennett, we strive to help our employees find passion and purpose. We are looking for commercially driven strategic marketers, sales professionals, and data scientists to help build the most advanced revenue services business in the world. If you think you could make a bigger impact on your client's revenue than your current job allows then join us to help change the way the world delivers revenue.

We have adapted a flexible working style that is robust, admin-light with cloud-based systems that allow you to work from any suitable location with hours to suit you and our clients.

We have 3 Key beliefs which make us who we are.

- **The Power to Perform:** Our people are among the best and brightest in the industry. We see it as our duty to give them the support, resources, and opportunities to allow them to deliver results.
- **Authenticity:** Every person has their own opinions, and we encourage radical candor amongst our teams so that everyone can express their views in a safe space as we work towards a common goal.
- **Relentlessness:** We want you to live by the strength of your convictions and pursue every possibility as you drive our organization's success.

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth.

At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.

So, if you have the skills, hunger, and experience to be a part of the revenue revolution, then join us as our Content Strategist and Writer!

If you have the skills and experience to excel as our Content Strategist and Writer, click APPLY with your resume.