

Content Executive – Hybrid working

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Company: THE CHARALLE GROUP

Location: Manchester

Category: other-general

Content Executive – Hybrid working Content Executive Type: commercial Firm: Accountancy Salary: £35 - 40,000 + good benefits package Location: London or Manchester or Leeds Top ten Accountancy firm with seek a Content Executive to join there team, you will be Reporting to the Head of Content you will be working closely with the wider brand and communications team, marketing and business development, and the wider firm to develop our brand collateral both internally and externally. You will be creating, editing and optimising our content, supporting the Head of Content on ways to streamline and modernise what is produced. No two days will be the same – one day you could be working on a video script, the next you could be interviewing our economist for his latest insight. As a result, you will have the opportunity to work across a wide range of platforms and content topics – from our podcast platform through to our market-leading research reports looking at the UK's middle market. We're looking for a digital native who is as at home writing research reports as they are optimising content for our online channels. Core Duties will include: Write and create content across a variety of online and offline platforms, have precise attention to detail, and experience to write in the firm's tone of voice for multiple and varied audiences, optimising for both internal and external communication channels. Working with the content team to schedule projects in our project management tool and manage stakeholder expectations. Proof and edit content, ensuring it follows the brand guidelines, has purpose (thought leadership, lead generation, insights) and is consistent in brand messaging. Work closely with the Digital team on content for the website, re-purposing content for online that is SEO friendly and maximises the capability of our new website Work with the content team to

brainstorm and help produce engaging insight-centric campaign content to help spread the message of the firm, taking the time to examine the macro environment and help create topical talking points. Work closely with the design team and marketing colleagues on writing and reviewing video scripts and managing execution where appropriate. Align closely with the Social Media team and our agency partner to deliver social content that drives engagement. Develop content and act as producer for our podcast platform, The Loop. Build relationships with key stakeholders including the Regional, Sector and Service line Business Development teams, Marketing and Brand functions, Digital and Design Managers, Head of PR and the National Information Service Managers, along with key sector and service line partners for whom you will be writing. We share our success with our employees, clients and community so alongside our in-house Internal Communications lead, D&I and CSR advisers and Recruitment teams, you will seek to help shape the people side of the brand firm through our external and internal platforms. Be a key member of the Brand & Communications team, contributing effectively to meetings, presentations, projects and workstreams, and demonstrating a collaborative approach within the team. Keep well-informed of and research into the relevant sectors and competitor activities. Ideal candidates must have the following: Degree educated; ideally in English, communications, editorial or journalism qualifications. Minimum three years relevant experience in writing and content creation, with a proven track record of supporting teams from scoping phase through to delivery. A combination of working in content and/or communications, in a publishing or corporate environment. Strong knowledge of SEO and translating technical data and/or research into insight-driven thought-provoking messages is advantageous. Experience in producing multimedia content, such as video or podcasts. Experience writing for digital including blogs, social media and email, as well as below-the-line content. Demonstratable experience of writing fresh copy that connects with the desired audience and drives action. Good working knowledge of Microsoft Office: Word, PowerPoint and Teams. A professional, credible and confident communicator, with excellent writing, oral, editorial and proofreading skills. A creative thinker with a keen eye for detail and strong time management skills. A collaborative team player who can drive ideas. Able to multi-task and work under pressure in a fast-paced environment. Confident in challenging senior colleagues and being a champion for change. A proactive and self-motivated individual.

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