



**Job description:** Content Manager

**Reporting to:** Marketing Director

## **Position overview**

As a Content Manager at Visku, you will be responsible for developing and implementing our content plans across all channels. You will play a key role in driving digital leads through organic and paid channels, gated whitepaper content and Visku brand visibility through the creation and distribution of content and compelling copy. The ideal candidate will have a strong background in content creation and production, copywriting, authoring, SEO and digital marketing; a creative mindset, and a proven track record of successful digital marketing content production and campaign execution.

## **Key responsibilities**

### **1. Content planning & development**

- Content planning – owner of the content plan for the Visku brand and its products – warehousing, Pallet Hotel, advisory services
- Google ads – creating and managing compelling Google Ads copy based on keyword research and managing the digital marketing agency PPC team to expand our PPC effectiveness
- SEO planning and delivery – working with the digital marketing agency SEO team to deliver increasing traffic volumes for the website and improved EEAT scores
- With the Social Media Manager, create and deliver the LinkedIn strategy – Inmail, organic and paid for/boosted posts etc.

### **2. Copywriting**

- Responsible for copy production for a range of assets – a combination of inhouse production by the jobholder, supported by freelance copywriter services where required, inhouse expert opinion and agency support
- Manages the articles/whitepapers/press opinion commentary, ensuring that there is ongoing visibility and growth of followers/leads for content output
- Researches and recommends newsworthy themes for new articles/content
- Working with the Social Media Manager/Videographer to create scripts/storyboards for video content
- Copy production for landing pages – either produced inhouse or in conjunction with the digital marketing agency
- Email campaign copy production
- Campaign copywriting



- With the Social Media Manager, produces compelling case studies for promotion on the website and other relevant channels.

### **3. Channel/media optimisation**

- Implement and optimise SEO strategies to improve search engine rankings and drive organic traffic
- Conduct PPC advertising test campaigns, ensuring cost-effectiveness and ROI.
- Align digital advertising with website content
- Develop new content channels for Visku e.g. podcasts, webinars etc.

### **4. Agency collaboration and management**

- With the Marketing Director and Website Lead, manage the daily and weekly outputs of the digital marketing agency for SEO
- With the Marketing Director, manage the plans and output of the digital marketing agency for digital PR and the mainstream PR agency. Generate and execute ideas for PR initiatives.

## **Qualifications and experience**

- From a B2B background – ideally a mix of B2B and B2c experience
- Exceptional writing skills. Fluent use of the English language, grammar and spelling
- Marketing or Digital Marketing qualifications
- Understanding of PPC, SEO, SEM, social media (LinkedIn experience essential), email marketing
- Keeps abreast of AI developments and its role in content production. Willing to test and embrace new techniques in content generation
- Strong understanding of brand image and tone of voice. Can adapt written style to the Visku brand tone of voice and any of the experts within the organisation
- Has an appetite for researching and collating powerful data, statistics and proof points to demonstrate a particular subject matter. Proven experience in writing for complex topics or businesses
- Proficient in using analytics tools to track and measure digital marketing performance.
- Excellent communication and collaboration skills.

## **Person specification**

### **Behavioural competencies**

- Determination and can-do attitude providing solutions and suggestions
- Flexibility in approach. The ability to embrace that change and be positive is important
- To be part of a business who work hard but enjoy doing so
- Opportunities to take on more and develop knowledge of an exciting sector
- Ambitious
- To be challenged and be positively challenging



- Quick learner on new systems
- Loves to engage and take the team with them on a journey – involve and influence
- Passionate and driven to succeed – self starter
- Proactive and highly motivated
- Drive, resilience, and enthusiasm - Focused upon results; remains positive and retains forward momentum, times; hard working and committed
- Customer and supplier focus - Committed to understanding and exceeding the expectations of customers, both internal and external
- Communicating and influencing - A good two-way communicator; first class verbal and written presentation skills
- Personable with a sense of humour; ability to work with and charm all stakeholders
- Able to use a range of influencing techniques, and be creative with different types of personalities
- Problem solving and decision making - Analyses issues and breaks them down into their component parts; identifies potential solutions and systematically evaluates them
- Good attention to detail, excellent numerical skills, ability to multi task and prioritise under pressure
- Building effective relationships - uses interpersonal skills to build and maintain effective relationships inside and outside the business. Understands team dynamics; encourages collaborative working across internal and external boundaries; can manage upwards

## **Visku – Visionary thinking. Proven expertise.**

Unlocking the power of business supply chains.



## Values & culture

<p>Progressive <i>yet</i> Pragmatic</p>	<p>We're the people reimagining supply chains. We uncover new and visionary approaches that challenge convention.</p> <p><i>yet</i></p> <p>We're grounded in the real world where every idea is practical and deliverable.</p>
<p>Curious <i>yet</i> Rigorous</p>	<p>We're always looking for opportunities and insights in partnership with our customers – anything that unlocks their potential.</p> <p><i>yet</i></p> <p>We do everything with consideration and rigour. We work tirelessly to get the detail right, whether it's for huge change or marginal gain.</p>
<p>Energised <i>yet</i> Dependable</p>	<p>We have a passionate and energetic way of working that drives results.</p> <p><i>yet</i></p> <p>We focus on delivery with consistency and integrity, making us relentlessly reliable and trusted.</p>