

JOB DESCRIPTION

Content & Campaign Lead

Job title	Content & Campaign Lead
Department	PR & Marketing
Location	Midlands/London/Windsor
Reporting to	Head of PR & Marketing

PURPOSE

To support the busy marketing team with the creation and delivery of marketing activity.

Please note the requirement for this role is FTC for a 6 month period.

PRINCIPLE DUTIES

As part of the PR & Marketing team, you'll work across the business with the goal of streamlining the marketing process.

You will:

- Deliver content that is on strategy across all media (social, mobile, DM, print, web, TV, radio, etc.)
- Assisting with the execution of advertising including management of creating content
- Supporting the group's email marketing activities
- Using the group's reporting tools to collate data for reporting
- Supporting and executing SEO on the company's website.
- Providing reporting and analysing of marketing activity.
- Creating and delivering campaigns.
- Support the group's sponsorship programme with the Head of PR & Marketing manager including attending key industry events
- Management and support in creation of the group's industry awards programme content
- Liaise with the various **DRPG** brands to organise logistics for various marketing events throughout the planned year.

- Assist in the creation, management and uploading of web content for the agency. (Case studies)
- Digital content creation budget management
- Attend client and industry events as and when required

Accountabilities:

- Alignment of the strategy and comms activity.
- Consideration of tagging and SEO/SEM implementation of all content assets
- A brand ambassador and checking all in order on collateral both physical, digital and online
- Supporting on ideas for campaigns for all services and helping to execute.

EXPERIENCE

- Must have extensive experience in PR and Marketing
- Knowledge of B2B
- Outstanding writing and grammar capability with refined proofreading and editing skills
- Strong comprehension of best practices for copy across all touch points
- The ability to proof both your own work and the work of others

CHARACTERISTICS

- Excellent written English is absolutely vital to the role
- Must be proficient in the use of Microsoft office, particularly Word, Excel & PowerPoint
- Familiarity with Mac OS and Keynote is desirable but not essential.
- Be able to work under pressure and meet deadlines
- Project management skills.
- Excellent attention to detail.
- Be able to manage multiple projects simultaneously prioritising by deadline.
- Self-starter with ability to take the initiative in a busy working environment.
- Be able to communicate effectively both verbally and in writing.
- Willing to work outside normal office hours when required.
- A good understanding of social media marketing is highly desirable.
- Extremely creative, able to present and pursue projects from concept to execution
- Extremely passionate the marketing function
- You can expertly defend copy decisions with evidence and research
- You can manage your time and have a proven delivery record

- You work confidently, collaboratively and closely with team members from all areas of the business
- Fantastic communication skills
- Not scared to chase stakeholders for information, supporting work or a brief
- Impeccable attention to detail (well spotted)
- Positive, passionate, committed – whatever the situation
- Happy to work outside usual office hours
- Committed to making anything possible

This is an overview. You'll be expected to work flexibly to get the job done on time, on budget.

DATA SECURITY

At all times you must work within the guidelines set out in the **DRPG's** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

HEALTH AND SAFETY

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

FURTHER NOTES

The role can be based from our London, Windsor or Midlands offices and will require regular travel to other office locations. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest fully integrated, award winning communications agencies. From the strategic communication consultancy to our complete

in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

The **DRP Group** is an equal opportunities employer.