



## **Content Marketing Executive**

CIPHR are a rapidly expanding, innovative, UK based tech company who provide online (SaaS) HR systems and solutions to help organisations attract, engage, manage and retain their workforce more effectively.

CIPHR's mission is to be a strategic partner in the delivery of software and services, to unlock the true value of people-related data. We work hard to meet client demands through software, outsourcing, data management, and new forms of knowledge-based services.

With ambitious growth plans, and working in a rapidly changing and developing market, we are looking for extraordinary and talented people that will implement creative and innovative ideas and solutions.

We want to continue to expand our growing workforce with creative professionals who can add value and originality to our teams. Employees need to be dedicated to providing top-quality services and have the ability to develop a wide understanding of key HR issues and what CIPHR does to resolve them.

## **About the role**

**\*\*\*We are open and able to consider candidates who are not geographically local to our offices in Marlow, Buckinghamshire for candidates who wish to work remotely\*\*\***

We are seeking two Content Marketing Executives to join the growing content marketing arm of our ambitious marketing team, which is central to achieving CIPHR Group's growth strategy and customer engagement goals. You'll be a talented copywriter, from a marketing or editorial background, with great communication skills that can be applied to a variety of content formats – including blogs, guides, webinars, emails, video, and social media. You'll enjoy creating clear, concise, compelling and creative content for a range of purposes and audiences to a high standard.

You'll also be keen to help develop and execute new strategies to help CIPHR Group sell more to prospects and customers across its product range (chiefly, our HR, payroll, recruitment and L&D solutions) and three brands (CIPHR, Digits, and PBS). This role would be ideal for a junior copywriter with one to three years' experience looking to make a step up into an established, collaborative in-house content marketing team.

- Create marketing collateral such as brochure and website copy, email promotions and newsletters, social media adverts, presentations, and product information
- Social media and online community management, including creating and scheduling posts, with the goal of increasing engagement with CIPHR Group and its products through social media
- Write articles for CIPHR's blog about key industry themes and topics that are closely related to our products. You'll do this by researching content, identifying and interviewing relevant experts where necessary, and writing up your findings
- Engage with members of the HR community, including stakeholders at CIPHR partner vendors, to cultivate relationships and create a network of guest authors for CIPHR's blog



- Interview CIPHR clients to create testimonials, Q&A interviews and case studies
- Help to organise and promote webinars with clients, prospects, industry experts, partner companies and CIPHR employees on a variety of topics

- Identify, develop and execute new ideas for CIPHR's ongoing content marketing strategy
- Become a specialist in one of our key content themes (HR, payroll, recruitment, and learning and development)

### **About You:**

- Excellent written communication skills
- Demonstrable experience in a business-to-business (B2B) marketing, copywriting, journalism or editorial environment
- While not essential, knowledge of the HR/payroll/L&D industry will be helpful
- An ability to get to grips with a new industry and products rapidly
- Experience using social media to engage with an audience and distribute content
- Experience of working with content management system, email marketing systems and Adobe suite (Photoshop and Premiere)
- Good at building relationships with contacts such as colleagues in other departments, clients, and industry experts
- Able to manage your time efficiently, and juggle deadlines if required
- Comfortable working in a team that mostly works and collaborates remotely

### **What we offer:**

Apart from a working with a great team, a growing company and having the chance to learn and enhance your knowledge and qualifications, we offer:

- 25 days annual leave (28 after 3 years' service), plus bank holidays
- Pension
- Regular training
- Life assurance
- Medical Cover and Dental cover
- Perks at Work – access to exclusive discounts, cinema tickets, etc.
- Free annual health screening
- Gym Loan
- £1,500 employee referral scheme
-