
Content Manager

Purpose of role

To help deliver an effective content marketing strategy by managing our blogs, website and social media content to attract a growing and more engaged audience.

You should understand the principles of inbound and content marketing and be able to deliver engaging, interesting content precisely targeted on the needs of our audiences as defined in our buyer personas, and be able to use keyword targeting and web measurement tools to ensure your work is effective.

It is also your responsibility to ensure that all written communication about Gap Medics presents a consistent, professional and accurate impression of the company in line with our brand image and promises.

Accountability & line management

You are part of the Communications Team and report to the Digital Media Manager.

Key responsibilities

- Ensure that content across all the company's international websites is:
 - I. Effective and targeted on our key audiences.
 - II. Written in English appropriate to the target audience.
 - III. Continually maintained to promptly and consistently reflect any changes to our programmes or services.

- Maintain and expand our web and blogging presence:
 - I. Writing a variety of medical & careers themed content that will engage our target audiences.
 - II. Commissioning and editing blog content from other writers and guest bloggers for our three websites.
 - III. Developing long form content such as e-books and guides that appeal to our audiences.
 - IV. Analysing blog performance to improve its reach especially through comments, social sharing and email subscriptions.
 - V. Measuring, updating and using keywords effectively to maximise SEO.
 - VI. Planning and delivering a blog diary tied in to effective promotion on social media.
 - VII. Growing blog subscribers and expanding the blogs' overall reach.

- Ensure that all marketing materials online and in print plus information delivered to customers through our customer portal *My Gap Medics* is complete, accurate, timely and professional. This includes:
 - I. Drafting written style guidelines and ensuring they are used internally and by contributors

- II. Customer newsletters and targeted e-mails to help educate about the benefits of our programmes.
 - III. Case studies and success stories about our awesome customers
 - IV. Information packs used by our customers
 - V. All marketing brochures, guides, posters and printed materials
- Leading and assisting with media relations work when needed.
 - Overseeing the production of internal communications information.
 - Any other duties appropriate for the role.