

# JOB DESCRIPTION

SENIOR CONTENT WRITER

<b>POSITION TITLE:</b>	SENIOR CONTENT WRITER	<b>LOCATION:</b>	WATFORD
<b>DEPARTMENT:</b>	MARKETING	<b>WORKING HOURS:</b>	9:00am - 6:00pm
<b>SALARY:</b>	DEPENDENT ON EXPERIENCE	<b>REPORTS TO:</b>	MARKETING MANAGER

## ABOUT ES BROADCAST

ES Broadcast is a leading provider of equipment sales, equipment rental and systems integration services to the professional broadcast industry, as well as to the live events, esports, corporate and government sectors. The company is part of the ES Media Group, which also includes divisions in the cinema equipment rental (Film Store Rental) and library migration and content services (Memnon/LMH) industries.

## PURPOSE OF THE ROLE

Key to the Company’s group-wide marketing strategy is the ability to generate for all divisions in the group a regular output of high-quality, relevant, engaging written content published across a range of platforms.

Working under instruction from the Marketing Manager, the Senior Content Writer is responsible for generating a wide range of written content associated with delivery of our marketing strategy. The Senior Content Writer plays a central role in the presentation of key brand messaging and in establishing the company’s tone of voice.

The role affords the opportunity to have an input on content strategy and campaign planning, at regular meetings with key stakeholders and within the marketing department. The Senior Content Writer is expected to use their knowledge of what makes good content to contribute ideas that they think will be effective in engaging potential customers.

## KEY RELATIONSHIPS

**REPORTS TO:** Marketing Manager

**DIRECT REPORTS:** None

**TAKES INSTRUCTIONS FROM:** Digital Marketing Manager

**LIAISES WITH:** Senior Management Team, Marketing Executives, Third-Party PR Firm (where relevant)

## CANDIDATE PROFILE

You will have significant experience (at least four years) of producing a range of written content for various platforms, including press releases, editorial, website content, social media content, email campaigns, marketing collateral and internal/external communications. This may have been gained in a formal press/journalistic setting or in a marketing/PR role. Experience of developing press relationships would be advantageous.

Above all, you must possess exemplary writing skills and be adept at constructing engaging, pertinent content using a range of appropriate tones depending on the intended audience. An ability to discern the central threads of a story and present complex, often technical, information in an easy-to-understand way is essential. You should be familiar with working within brand messaging and tone of voice guidelines.

Meticulous attention to detail combined with excellent spelling, grammar and proof-reading skills are a must. While it is not necessary to have technical knowledge or experience within the broadcast industry, you should be able to grasp complex concepts quickly and be able to present them in an accessible manner.

As the main source of written content, you will be expected to contribute to the company's content strategy for each division, especially through participating in regular content planning meetings with key stakeholders. You should have experience of generating content ideas designed to deliver key messages in line with the overall marketing strategy.

You will need to be highly organised and skilled in time management, as often we will be delivering several campaigns at once for different divisions of the company – and will invariably be managing multiple channels for each campaign.

A high level of proficiency in MS Word is required, preferably with some experience of using/conforming to style sheets and templates. Experience with graphic design layout packages such as Adobe InDesign or Quark Xpress, web CMS software such as WordPress, and social media management platforms such as HootSuite would be an advantage but are not essential.

## DUTIES AND KEY ACCOUNTABILITIES

- Writing a range of marketing and PR content for dissemination across various platforms, including:

- Press releases
- Editorial and thought leadership articles
- Sales and marketing email campaigns
- Marketing collateral
- Website content
- Social media content
- Advertising copy
- Internal and external communications
- Contributing to enhanced public perception of the company by applying brand messaging and tone of voice guidelines to written content
- Helping develop and deliver content plans for each division through contributions to regular content planning meetings
- Tracking progress of campaign deliverables
- Collaboration with key stakeholders across departments and divisions
- Acting as messaging gatekeeper and first point of support for written content
- Proof-reading
- Creation of marketing collateral and webpages (where appropriate)
- Management of social media channels
- Providing support to other relevant departments (eg Systems Proposals) when capacity allows
- Liaison with external parties such as press, technology partners, PR firms

## REQUIRED SKILLS AND EXPERIENCE

- Previous copy writing experience in a press, PR or marketing role – minimum four years
- Ability to identify ‘news-worthy’ stories and ideas and present them in an engaging way
- Excellent written communication skills
- Experience working to brand/messaging/tone of voice guidelines
- Excellent attention to detail
- Excellent spelling and grammar skills
- Ability to proof-read copy
- Proficiency in Microsoft Word
- Good organisational skills, with the ability to prioritise multiple varied tasks to deadlines

## DESIRABLE SKILLS

- Experience producing advertising or branding copy
- Ability to use graphic design/page layout packages such as InDesign or Quark Xpress
- Ability to use WordPress or similar CMS platforms
- Ability to use HootSuite or similar social media content management software
- Knowledge of Adobe Acrobat DC
- Experience within broadcast or a related technology industry

## GENERAL REQUIREMENTS

- To take responsibility for your own health and safety as necessary
- To comply with the company's disciplinary and grievance procedure as required
- To comply with the company's policies and procedures at all times
- The post holder will be required to undertake such other duties as may be required within the grade and competence of the post. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive
- From time to time, travel may be required to the company's other locations
- Duties are set out in this job description but please note that, in consultation with the post holder, the company reserves the right to update the job description from time to time to reflect changes in or to the role. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description

## BENEFITS

ES Broadcast offers the following benefits to employees:

- Generous annual leave allowance
- Hybrid working
- Pension scheme
- Private healthcare
- Life assurance
- Employee assistance programme

## HOW TO APPLY

ES Broadcast will only consider applications that include a covering letter/statement detailing how you meet each of the requirements set out in the Required Skills and Experience section of this job description. You should include this cover letter alongside your CV, setting out your experience and career path to date, alongside your relevant skills and qualifications.

To be considered for this vacancy please submit your application no later than 6pm on Monday 12 September to [recruitment@esbroadcast.com](mailto:recruitment@esbroadcast.com). ES Broadcast is looking to schedule interviews for shortlisted candidates with the aim of filling this role as soon as possible.