

BORN + RAISED

JOB DESCRIPTION

CONTENT STRATEGIST

Salary: £25,000 - £35,000 FTE

Employment type: Part time (3/4 days per week)

Location: Sheffield / remote working

Are you a creative and strategic thinker with a passion for content marketing?

We're looking for a content strategist with experience working in a strategic content role for 3+ years. You'll be responsible for researching, planning and helping create and report on content across a range of platforms for both client work and pitches. You'll ideally have experience working in or with agencies.

Reporting to our Head of Content you'll have a huge part to play in delivering some of the best content on the web. All that alongside a team that genuinely loves what they do.

About you

- + You'll know a thing or two about content strategy and content auditing/analysis.
- + Finger-on-the-pulse knowledge of search engine optimisation, content strategy and content management platforms.
- + Experience with SEO tools including Google Adwords and Keyword Planner, Google Analytics, Google Webmaster Tools, Google Search Console, Semrush, Ahrefs and Buzzsumo is preferred and ability to utilise their data.
- + Skilled at writing and copy editing, including writing in different voices and styles, for a variety of target audiences.
- + Planning and execution of paid social campaigns, including live optimisation.
- + Experience with digital marketing functions including SEO, Content Marketing, Social Media Marketing, E-mail Marketing and PPC Marketing is a bonus.
- + You'll have an appetite to learn and develop and expand your content and digital marketing knowledge.

What you'll do

- + Work on strategy for creation of the highest quality content for a variety of clients and industries. Content that drives traffic and engagement, generates leads, delivers sales, retains customers and builds brand awareness.
- + Conduct advanced keyword research and content audits.
- + Use innovative and relevant methods to measure content and campaigns.
- + Work with the strategy team on proposals for clients and prospects.
- + Communicate and work closely with our account handlers.
- + Support the Head of Content in championing SEO and content within the agency.

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- + Work with our content writers and copywriters to create, edit and optimise content across owned, earned and paid platforms.

About us

Born + Raised is a strategic creative agency that brings new brands to life and elevates existing brands to new heights. We are based in a beautiful grade 2 listed building at Victoria Quays and have recently been voted as one of the Top 25 companies to work for in the UK.

We're continuing to grow and have ambitious plans for this to continue. As a result, we're looking for outstanding people who can help us achieve our goals.

You'll need to show us that you'll fit in with our team because personality and fit are a big deal here. We don't do egos; we work as one team to make things happen. Our challenging thinking approach means that we question everything and our dedication to producing impactful, meaningful work shows that good enough isn't good enough.

If you're successful, you'll be rewarded with an outstanding benefits package, which includes free city-centre parking, healthcare, additional holiday entitlement and much more.

In short, you're a confident go-getter looking for a new challenge and are prepared to be challenged in return. You'll get to be part of a great ambitious supportive team that genuinely loves working together and are proud of what they do.

How to apply

If you think all this sounds like you, send your CV, covering letter and work samples to careers@bornandraised.com and let us know why you think you'd be a good fit for the role.

Writing samples and case studies to support your application are welcome.