

# Digital Content Executive

## Job Description

<b>Department:</b>	<b>Insight and Development</b>
<b>Reports to:</b>	<b>Marketing Manager</b>
<b>Direct Reports:</b>	<b>None</b>
<b>Key Relationships:</b>	<b>Social Media, Marketing, Digital, Media Relations, Research and Policy teams.</b>
<b>Location:</b>	<b>London with flexible working</b>



### Job Purpose & Key Responsibilities

- Write and edit content to promote CMI's thought leadership, products and services by telling compelling stories through written content, with a focus on digital content, implementing SEO best practice to drive web traffic and generate leads.
- Build brand awareness and promote products and propositions to CMI's key audiences - universities, education providers, employers and members/individuals - by creating dynamic and engaging content.
- Work with stakeholders from across the organisation to ensure best practice is being followed for the development of digital content, including editing and proofing content.
- Support and guide stakeholders and content providers to apply CMI standards and digital best practice for developing web pages (e.g. brand, tone of voice, SEO, accessibility, effective user interface/user experience and user journey or other best practice).
- Use analytics to report on performance to ensure content reflects changes in trends.
- Create and publish new content in line with the brand guidelines, technical policies and best practice.
- Liaise with agencies, as required, to ensure the brand, tone, style and technical standards and CMI digital practices are incorporated into content.
- Support the Digital Team in uploading content to the website.
- Deliver personal objectives in line with the wider Directorate and CMI.



### Objectives

- Create benefit-led communications to engage CMI's member base and drive conversion of paying members and partners.
- Undertake all activities to deliver the KPIs of the team in line with the wider aims and objectives of the department, directorate and CMI.
- Report progress against KPIs in line with CMI's reporting procedures.
- Create web and email content for CMI's thought leadership, tailored to relevant audiences.

- Support the CMI website reinvigoration through updating and optimising content.



## General Responsibilities

- Suggest and write content, based on best practice, including SEO, to engage our key audiences, increase brand awareness and drive leads across our product offerings.
- Liaise with key stakeholders in the Digital Team, Media Relations, Social Media, Policy, Insights and Marketing, to advise on digital content opportunities, in line with strategic objectives.
- Champion best practice across CMI, including training stakeholders on tone of voice, brand and writing style, to ensure consistency across all platforms.
- Provide useful recommendations to other teams on content performance.
- Be a credible ambassador for CMI, role modelling CMI values and its professional code of conduct.
- Ensure that all CMI resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards.
- Fulfil the key responsibilities of the job role in a professional manner adapting to changing circumstances and re-prioritising accordingly.



## Who we are looking for

You will have demonstrable experience working in similar content, copywriting or marketing role/s, with experience in writing for multiple audiences across a range of platforms. You will have excellent written communication and grammar with strong attention to detail. You will be highly creative and can use analytics to see the bigger picture when recommending content opportunities to internal stakeholders. Ideally you will have experience using content management systems (CMS).

You will preferably have experience in writing for SEO and the ability to track and understand web analytics to derive insights and recommendations to optimise content.

You will be comfortable working in a team and collaborating with stakeholders across the organisation.

Ideally you will hold a degree, or equivalent experience, in communications, PR, journalism or a related field.

*The CMI approach is to work collaboratively and flexibly and you may be required to take on additional responsibilities as and when required to support the business*

*It is your responsibility to ensure that your own professional development and knowledge of CMI products and services are fully up-to-date at all times and you should optimise all CMI resources available to you as well as make your line manager aware of any training required to enable this.*

*CMI is an equal opportunities employer. You should be committed to ensuring that within the framework of the law, that our workplaces are free from unlawful or unfair discrimination as defined by the Equality Act 2010.*

**Name**.....

**Signed**.....

**Date**.....