

## CONTENT MARKETING MANAGER

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### ROLE SUMMARY

The LOWE Group is a vacant property consultancy, founded in 2016 with a mission to provide landlords with specialist advice on how to best manage their vacant properties. Since then, we have built up an unrivalled track record of protecting vacant properties with cost-saving, innovative solutions that create social impact and support local communities. We repurpose vacant properties, bringing them back to life, and creating affordable and inspiring spaces to live, work and create, while supporting local communities and delivering social impact.

We are looking for a Content Marketing Manager to create consistent content in line with our brand identity and look after our in-house marketing comms and creative content, for new and existing clients. We are looking for someone who is outgoing, highly driven and creative, with exceptional communication skills.

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### KEY RESPONSIBILITIES

This job involves overseeing marketing strategies to engage clients and ensuring that a positive view of the company and clear messaging of our services is portrayed at all times, with daily responsibilities to include writing, creating and managing content.

- Creating and implementing a company-wide marketing strategy for 2022
  - Management of The LOWE Group and LOWE Guardians website, liaising with external web developers, and making changes where necessary
  - Content creation including liaising with new business team and guardian services to create regular original content
  - Management of image and video library, including producing content, editing and distributing accordingly
  - Design and production of all marketing collateral, including brochures, mailers (via MailChimp), as well as maintaining our company blog
  - Management of all social media platforms
  - Management of website SEO in conjunction with our external SEO team
  - Working alongside and implementing company PR strategy alongside the external PR team
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## ROLE PROFILE

- An existing track record of implementing a successful marketing strategy
  - Ability to conceive fresh, appealing ideas and strong skills to create original content that targets a specific audience and supports LOWE's brand identity
  - Expertise with using SEO best practices to write creative copy that includes effective keyword placement
  - Experience with social media engagement strategies and best practices
  - Excellent verbal and written communication skills with a good command of the English language
  - Excellent photography, videography, and copy-writing skills
  - Self-motivated, positive, and outgoing individual who is willing to push themselves to achieve results
  - Enthusiasm for identifying and embracing new ways of working and good practice
  - Technical knowledge of CMS, WordPress, MS Office, and Anchor
  - Proficient in Adobe Creative Cloud Software: InDesign, LightRoom, Photoshop & Illustrator
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## BENEFITS

- Competitive salary and performance-based annual bonus
- 25 days holiday, plus bank holidays and birthday
- A dynamic, fun, and vibrant working environment
- Regular social events and team outings