

Content Marketing Manager

Recruitment Information
August 2023

A graphic of a document with a light gray background and a dark purple border. The letters 'WB' are printed in a large, dark purple serif font. The 'W' and 'B' are connected, and the dot on the 'B' is a small gray circle. The document has a folded corner effect, with a dark purple triangle at the top-left and a light green triangle at the bottom-right.

WB

WB Directors (Women on Boards UK) is a purpose-led business working to increase diversity in executive and non-executive leadership.

Established 10 years ago as a gender network, we have evolved to support intersectional diversity, whilst preserving our impact focus and evidence-based belief in the tangible business benefits of ED&I.

It is a hugely exciting time to join our scaling business, with a recent company restructure and a comprehensive digital transformation setting us on a firm footing to grow our impact

Our work spans:

- Our female-focused 'Women on Boards' membership network - supporting one member a day (on average) into a non-executive board position at all career stages and levels.
- Our Vacancy Services, connecting 1000s of boards with diverse candidates through our cost-effective role postings and our Bespoke NED Search service.
- Our Corporate Partnerships working with 40 leading firms to support diverse professionals to reach their potential and lead inclusively.

We are a values-driven business where we strive to be; Inclusive, Practical, Open and Impactful.

Our internal culture is collaborative and non-hierarchical, where self-starters thrive in a hybrid, flexible working environment. We are currently a team of 15 staff supported by a wide network of advisers and presenters.

This newly created role is a real opportunity for a creative, enthusiastic individual to shape our content strategy across all of our key audiences.

As Content Marketing Manager, you will ensure a vibrant, engaging content calendar to attract and retain our key audiences, as well as taking a data-driven approach to refining our content strategy, working closely with our Digital Marketing Manager.

You will plan, edit and produce content for a range of target audiences relevant to all marketing goals across blog articles, podcast, video, thought leadership reports, leaflets & other collateral. You will liaise with content authors and partners to gain and place content strategically.

You will champion our brand 'tone of voice' and support colleagues across the business with quality copy writing to make our written communications reflect our feel as a close, personal network even as we scale.

You will also monitor and manage our (many!) positive testimonials, ensuring our customer voice is central to our content.

This is far from a 'back office' role, but offers ample opportunity to connect with our audiences directly. You will have a shared responsibility for timely and helpful responses to our customer enquiries, really getting under the skin of what their interests and concerns are.

You will also attend events (some early evening work in London) to connect in-person.

This is a varied role, mixing proactive and reactive workloads. Duties include:

- Develop a content strategy & input into our marketing campaigns, in liaison with the Head of Marketing and Digital Marketing Manager
- Ideate and write regular blogs and case studies and/or liaise with external content authors
- Plan and support editing of our popular podcast series
- Write an annual thought leadership report, with research support
- Manage and monitor our Success Stories and testimonials across the business, embedding into our communications
- Update our website and optimise content for SEO (WordPress / Yoast)
- Review and write cross-organisational written communications/ templates to enhance tone of voice and marketing opportunities (eg: email templates/ leaflets / flyers etc)
- Responding to customer queries via email and phone (2-3 days per week)
- Engaging with our audiences directly via our Events Programme, liaising with our Events Manager

This is not intended to be an exhaustive list and other reasonable duties may be required, working collaboratively across a small business.

We are open to diversity of all types, and actively encourage applications from under-represented groups and all genders.

Personal Qualities

An adept multi-tasker, you thrive on variety and combining responsive and proactive workloads.

A real 'people person', you delight in engaging one-to-one to discover more about our audiences' interests.

A flexible self-starter with a strong intrinsic motivation.

A collaborative team member, understanding shared priorities and keen to connect in a hybrid-working environment.

Skills & Experience

An excellent copy-writer, strong experience in writing for a range of long and short-form contexts.

Ideates and plans audio-visual content (experience in /willingness to learn basic audio-visual editing, current WeVideo)

Website editing skills and basic understanding of SEO (experience in /willingness to learn WordPress CMS)

Strong planning skills, ensuring results delivered to deadline and quality.

Comfortable with complex information, excels at synthesising detailed topics into engaging content.

Understanding of /willingness to learn about non-executive roles and governance.

We offer all standard statutory benefits, as you would expect. Here are some further details about the benefits and requirements specific to this role:

- £30-40k per annum, depending on experience;
- BUPA health and dental cover;
- Flexible working – we are open to full or part-time hours (min x3 days), across mainly office hours;
- This is a hybrid role with 1-2 days a week in our Blackfriars offices;
- x1-2 monthly attendance at early evening events in central London locations (with flexibility to take back as time-off-in-lieu);
- This role sits in our Marketing team, alongside our Digital Marketing Manager and agency support. Line managed by Gail Emerson, Head of Membership & Marketing;
- You must have the right to work in the UK.

How to apply



Please send a covering letter and your current CV to:
applications@wbdirectors.co.uk

Closing date: Sunday 10th September

Interviews (in-person): w/c 18th September
with potential virtual screening interviews prior.

Please note we will review applications on a rolling basis.

We actively encourage applications from under-represented groups
and all genders.

Thank you for taking the time to consider working
with us. If you have any queries about the role,
please contact:

Gail Emerson, Head of Membership & Marketing:
gail.emerson@wbdirectors.co.uk / 020 3925 4080.