

DEBBIE BRYAN: CONTENT MARKETING ASSISTANT

Job Placement summary	<p>This role is to support our business growth online. The role involves content creation specifically to advance SEO optimisation on our e-commerce platforms.</p> <p>Although training will be provided, the role requests a person who has marketing or creative writing degree, or similar.</p> <p>At times, your role will be customer-facing, working in our independent gallery, creative space and tea rooms to achieve product, customer and brand knowledge to support your responsibilities and business awareness.</p> <p>Role includes</p> <ul style="list-style-type: none"> •Copywriting and proofing of informative and descriptive product and service content, creative blogging, press releases •SEO optimisation •Keyword search and analysis
Essential skills, experience and qualifications	<p>To apply for this role we would like you</p> <p>To have</p> <ul style="list-style-type: none"> • Marketing Degree, Creative Writing Degree or similar is preferable • Previous copywriting experience would be advantageous • Up to date knowledge of SEO • Able to quickly understand briefs and produce engaging writing and content • Strong proofreading and editing skills • Cooperative and collaborative attitude to their craft, able to take on feedback and grow their skills as a result • Strong verbal communication • Strong listening skills • Strong organisational skills • Excellent time keeping • A responsible and reliable attitude to work <p>To be</p> <ul style="list-style-type: none"> • A self-starter and able to work independently • Willing to learn new skills • Reliable and hardworking in your role • A good team player
Number of hours per week	<p>25; there may be an opportunity for additional hours</p>
Working pattern and contracted hours (including any shift patterns)	<p>Working pattern will be up to 5-days a week between Monday-Sunday; hours may be condensed to 3-4 days</p>
Hourly rate of pay	<p>National Minimum Wage; performance related award</p>
Details of employability support (training opportunities/mentor)	<p>In-house training</p> <p>You will be supported in-house in specific training commented on within the job placement summary, as well as:</p> <ul style="list-style-type: none"> •Customer service and engagement •Product knowledge •Brand voice <p>There will be ample opportunity to progress in your role, feeling supported and nurtured as your confidence grows and your skills develop – we are here to support your longevity with opportunity for longer term job security for the right candidate</p> <p>Monitoring of this support will be held in-house by the team who will act as your mentor, previous mentoring approaches include:</p> <ul style="list-style-type: none"> •One-to-ones •Surgeries •360-feedback <p>This support will be ongoing throughout your role</p>

Details of employability support continued	External training Where opportunity allows you will have access professional development through external courses and workshops Previous external training and development includes <ul style="list-style-type: none">•Market research trips•Team training days•Mentoring sessions Specific to this role, training to develop: <ul style="list-style-type: none">•Product knowledge•Brand voice•Content creation•SEO development
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