
NB COMMUNICATION:

COPYWRITER & CONTENT MANAGER

JOB DESCRIPTION

The Copywriter and Content Manager reports to NB Communication's Managing Director and is involved in producing copy for Promote Shetland, NB clients and NB.

The Copywriter and Content Manager produces informative and/or persuasive content for a variety of target audiences. The Copywriter and Content Manager creates appropriate content for a range of different formats including blog posts, newsletters, websites, social media and print.

The Copywriter and Content Manager manages numerous content-related projects simultaneously, therefore strong time-management skills are essential. The Copywriter and Content Manager is expected to use their own initiative and take ownership of the role.

Main Responsibilities:

The main duties include, but are not limited to:

Promote Shetland:

- Write blog posts and website content for the Promote Shetland contract, seeking to encouraging people to choose Shetland as a place to live, work, study, visit and invest
- Manage the Promote Shetland Instagram account; working with local suppliers to source images
- Write and prepare a monthly newsletter to attract medical professionals to move to and work in Shetland
- Assist with ongoing Promote Shetland website and social media activity, creating content as required and providing feedback and ideas on activities managed by other team members

NB Clients:

- Create and/or optimise content for client websites to ensure tone consistency and increased readability; undertake search engine optimisation as appropriate
- Produce newsletter, blog post and product update content as required for clients
- Review and analyse the effectiveness of promotional campaigns
- Produce and publish compelling content for client social media channels to generate brand awareness

NB:

- Blog on an ongoing basis for NB Communication to attract site visitors through search, social and email subscribers
- Create content for and manage the NB Communication social media channels
- Distribute high-quality marketing materials to the target audience(s), through multiple channels effectively and efficiently
- Develop an appealing content calendar for NB, containing relevant topics and news
- Review and report back on engagement levels
- Review and analyse the effectiveness of promotional campaigns, report findings back to management with evidence-based recommendations
- Advise and assist NB team members wherever content is required within in-house or client projects

Outside of the main duties specified above, the post holder may be required to undertake other relevant tasks from time to time, in line with the nature of NB Communication work.



PERSON SPECIFICATION

	Essential	Desirable
Personal Qualities	Creative and able to 'tell a story' through copy	
	Enthusiastic and committed	
	Detail-oriented	
	Self-disciplined and able to work to tight deadlines	
	Self-directed approach to learning to remain up-to-date on current and emerging marketing strategies, initiatives and trends	
Experience	Experience of creating content for a range of outlets (web, print, social, email, newsletter)	Experience of destination marketing
	Experience of managing marketing campaigns	Experience of managing supplier relationships
	Experience of working on multiple projects simultaneously	
	Experience of running social media accounts for business and/or other organisations	
Education	N/A	Relevant CIM (Chartered Institute of Marketing) qualification
Skills, Abilities and Knowledge	Excellent written and verbal communication skills	Analytical skills to evaluate the effectiveness of campaigns
	Ability to work well in a time-pressured, fast-paced environment	
	Ability to write effective copy for online and offline marketing	
	Ability to work independently as well as part of a team	
	Ability to manage own workload to fit in with the needs of clients and colleagues	



	Effective time management and planning skills to deliver content on time	
	Ability to plan, deliver and distribute targeted content to suitable audiences	
	Competent in report writing	
Values	<p>Ability to demonstrate and apply NB Communication's workplace values. The NB values inform staff of how to approach their work and how to work with clients. The NB values are as follows:</p> <ul style="list-style-type: none"> • Clear and concise • Reliable and honest • Friendly but bold • Strategic and results-driven • Thoughtful and curious • Holistic yet detailed <p>More information on the NB values can be found on the NB Communication website: https://www.nbcommunication.com/values/</p>	

