

## Job Details

Title - Group Content Writer

Reporting to - Lauren Dale

Salary - £30,000 (negotiable depending on experience)

## Our Company

We provide unique and innovative software solutions to the Hospitality and Events sector across the UK and Internationally and we are looking to broaden our team as we grow the customer base.

What we're looking for

Want to spend your days writing about the biggest events across the globe? From the biggest sports events around the world to the biggest concert tours? Well, this job could be right up your street!

Our client is looking for a Content Writer to join our team to work with their Marketing team to help curate content to lend a hand with our wider marketing strategy.

You should have a great understanding of SEO, as part of the job will be writing outreach blogs to help with our affiliate marketing strategy. As well as this you will own the content strategy for the client's onsite blog writing about the biggest events happening across the globe. As well as this you will assist with any other content requirements such as email marketing content, onsite copy needed for new landing pages and finding the brand's tone of voice as well as being involved in any creative brainstorming to help the brand's growth.

What to expect from the role

- Write digitally-minded, creative copy for the website, offsite (affiliates), email communications, site banners, etc.
- Work with the broader team to ensure content is consistently on brand.
- Exemplify the brand voice and tone in all content.
- Assist with SEO.
- Fast-paced environment

Responsibilities

- Write digitally-minded, creative copy for the website, offsite (affiliates), email communications, site banners, etc.
- Work with the broader team to ensure content is consistently on brand.
- Exemplify the Vivaseats brand voice and tone in all content.
- Assist with SEO.
- Fast-paced environment
- Develop, write and deliver persuasive copy for the website, email marketing campaigns, sales collateral, videos, and blogs (onsite and offsite)
- Build and manage an editorial calendar to help with content planning and aligning with the wider marketing plans.
- Measure impact and perform analysis to improve KPIs.
- Include and optimise all content for SEO
- Review and implement process changes to drive operational excellence
- Strong attention to detail and ability to multi-task projects and deliverables

- Proven experience working under pressure to deliver high-quality output in a short period
- Excellent verbal and written communication skills

**Must-Have Skills**

- SEO knowledge
- Excellent client-facing and internal communication skills
- Excellent written and verbal communication skills
- Solid organisational skills including attention to detail and multi-tasking skills
- Strong working knowledge of Microsoft Office

To apply please send your resume to [Lauren@wldigital.co.uk](mailto:Lauren@wldigital.co.uk)