

Role: Content Marketing Executive

Reporting To: Brand and Content Marketing Manager

Location: Norwich

Contract: Full-time, Permanent (Mon-Fri 9am – 5pm)

Salary: £21 000 - £28 000 per annum

Benefits: Pension, Health Plan, 5 weeks' holiday (Plus Bank Holidays and Birthday off), Holiday purchase scheme (up to 5 additional days), Gym discounts

Are you a confident, motivated, team player? Are you looking for a role where you can utilise your powerful content creation capabilities to drive growth by improving the customer experience and by influencing improvements across a range of marketing activities? If the answer was yes, then our marketing team is the place for you!

Leaders in delivering ISO certifications in to the UK market, QMS offer a friendly and professional service that is highly rated by customers and unique to the market place. Through creative design, powerful content, a passion for improvement and a good understanding of our audiences you can help us to ensure our marketing activities remain relevant, interesting and fun.

Responsibilities:

- Manage and support the production of engaging content for all platforms including emails, blogs, infographics, videos, webinars, business guides, podcasts and white papers
- Identify relevant customers and liaise with them to create powerful case studies and content which convey the benefits of our services.
- Manage and support the production of content for partner, client and staff referral schemes. Analyse engagement and success to ensure targets are met.
- Monitor, analyse and report on campaigns to ensure they deliver on their objectives and to learn how to improve future campaign efforts.
- Ensure all content is produced with best practice SEO in mind
- Research and write submissions for industry award entries
- Foster content partnerships with businesses aligned to QMS's customer base, as well as key industry influencers
- Manage customer feedback through third party review site, responding to comments while analysing feedback to ensure targets are met and standards are maintained. Report results to relevant parties.
- Liaise with colleagues to gain and share insights and best practice
- Support corporate events from initiation
- Ensure ongoing compliance with the General Data Protection Regulation (GDPR)

Required Experience, Knowledge and Skills:

- Strong creative mind, excellent writer and an imaginative story teller
- Proven experience producing content for the web and building audiences online
- Commercially savvy with strong multitasking skills
- Excellent verbal and written communication skills

Desirable Qualifications, Skills and Experience:

- Educated to degree level in media or marketing
- Knowledge of Google Analytics and social media monitoring tools
- Content management experience – for example WordPress
- Confident communicator
- Ability to be process-driven and rely on data to make decisions
- B2B experience preferable



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