

JOB DESCRIPTION

Content Marketing Executive



LOCATION:

Milton Keynes Head Office - Mix of home and office-based working

REPORTING TO:

Marketing Manager

HOURS:

Full-time

SALARY:

Dependent on experience

WHO ARE PRAGMATIQ?

Pragmatiq are a Microsoft Partner who specialise in designing and developing Bespoke CRM (Customer Relationship Management) Systems and Custom Business Solutions, leveraging Microsoft Dynamics 365 and the Power Platform.

Our team are at the heart of the business, with expertise spanning a variety of areas. Each day, we always aim to bring out the best in each other and all work together to achieve one common goal; to accomplish great things by enabling our clients to do the same.

We use our core values to ensure all activities and initiatives related to hiring, promoting, development and reward are aligned:

- Be 'Pragmatiq': Providing the best possible technology and practical considerations to help a company thrive.
- Demonstrate excellence in everything we do: There is an uncompromising standard that we aim to achieve in all that we do within the business.
- Approach challenges with a 'can do' attitude: Solving problems is critical to both ours and our customers' success. When faced with each challenge, we approach it with a solutions-focussed mindset to get the 'job done' successfully.
- Be a team player with a collaborative mindset: Believing great ideas come from everywhere. We seek to create an environment where the best ideas, regardless of their source, have a chance to flourish.
- Go the extra mile: We strive to be the best and at times this means we are willing to push a bit further to ensure a successful outcome.

THE ROLE:

Pragmatiq is currently recruiting for an ambitious Content Marketing Executive to join our growing team. Your role will be to execute elements of the marketing strategy, in particular, the generation of high-quality content for the website and other platforms.

The content will aim to increase lead generation, increase brand and product awareness, and support the overall business vision.

KEY RESPONSIBILITIES:

- › Create a wide variety of content on a regular basis, such as blogs, e-books, video, social copy, and webinars, to name but a few
- › Ensure consistency across content with key messaging and tone of voice
- › Ensure content is optimised for search and in line with the keyword strategy
- › Support with ideation for the content calendar
- › Liaise with other departments to generate content in various formats, for different purposes
- › Execute a set of marketing campaigns to generate opportunities across core industries
- › Support with the production of video content and basic editing responsibilities
- › Work with other members of the marketing team to optimise the impact of content and maximise return on investment
- › Assist with the execution of email marketing campaigns in line with marketing objectives
- › Enrich and segment customer data in the CRM system
- › Support with the development of social media content where required and work closely with the wider marketing team to grow the reach, followers, and engagement of social channels
- › Work to multiple deadlines at any one time to ensure that we have consistent content across a variety of channels
- › Upload content to the website CMS and help to optimise existing webpages, such as on-page content, URLs, ALT tags to images, etc.
- › Conduct regular keyword research and apply search engine optimisation (SEO) techniques, to drive organic traffic
- › Conduct regular competitor research
- › Keep up to date with current digital trends and changes in the marketing/SEO space

SKILLS AND EXPERIENCE:

- › A relevant degree and/or 1+ years' experience of content creation, ideally gained within the B2B or technology sector
- › Excellent writing skills with strong copywriting, editing and proof-reading skills
- › Ability to convey technical subjects in a clear narrative for a range of target markets, consistent with the Pragmatiq tone of voice
- › Strong research skills and ability to apply the findings effectively
- › Highly organised with the ability to work on multiple projects simultaneously
- › A meticulous eye for detail
- › Enjoys working as part of a team, but is also proactive, able to use own initiative and work without close supervision
- › Confident and enthusiastic showing a strong ability to learn and expand the role
- › Independent and driven, wants to learn new skills and software
- › Ability to think strategically and commercially, spotting new content opportunities and delivering to project goals
- › Knowledge of Adobe Creative Suite (preferred but not essential)
- › Experience with Canva (preferred but not essential)

WHAT WE CAN OFFER:

Join our team at an exciting period of growth as we continue to build our reputation as a leading Microsoft Partner. You will be an integral part of a talented team, dedicated to client success and ongoing innovation to remain at the very top of our game in a specialist area of technology.

We provide our employees with an extensive benefits package, that includes:

- › Private health and dental insurance with Aviva
- › 24/7 Unlimited Access to a GP
- › Money back on healthcare costs across dental, optical, chiropody, physiotherapy, and more
- › Access to a mental health support service
- › Employee Self-Improvement Scheme; £500 per year to access a range of opportunities that support personal, physical, and mental development. Examples include driving lessons, gym membership, cooking classes, etc
- › A rewards account providing a range of discounts across a variety of excellent brands
- › One paid-for volunteering day a year for a charity of your choice
- › 22 days holiday rising to 25 (based on service length), plus Bank Holidays. Plus the option to buy an extra 5 days leave, or claim 5 days back at the end of the year
- › Birthday off work
- › Hybrid working environment
- › £200 to spend on home office equipment
- › Up to £1,000 worth of training and certifications paid per year
- › Dedicated weekly education hours
- › Competitive salaries
- › Pension plan
- › Opportunities for progression
- › Regular team social events
- › Based in Witan Studios in the heart of Milton Keynes. The office is bright, modern and spacious, and just a short walk from Centre:MK, The Hub and MK train station

HOW TO APPLY:

If you wish to apply for this role, please send your CV directly to careers@pragmatiq.co.uk.

