

Job description

Role: Content Associate

Reporting to: Business Development Associate

Location: London

About The Storytellers

Stories help all of us make meaning, find purpose, and embrace new mindsets and behaviours. Today's VUCA environment means that narrative and storytelling has never been more critical to help leaders build true organisational resilience in the face of constant change.

At The Storytellers, we help leaders move their people to accelerate change and transform business performance through integrated programmes with stories at their heart.

Working closely with our clients, we co-create clear and emotionally compelling stories that bring people through complex journeys of change - built on narrative frameworks that leaders at every level can use as a tool to engage, connect and equip the whole organisation.

Our methodology has been tried and tested through 16 years' experience and with more than 170 major global organisations.

Overview

As we grow, we're looking for a Content Associate who seeks diverse, challenging and rewarding work. The Content Associate will work closely with our Business Development Associate to develop and implement The Storytellers' content marketing plan and write copy for B2B sales materials, making sure they are delivered on time and on budget.

The Content Associate will join our interdisciplinary team, working closely with Sales Directors, Consultants and specialist Associates/Partners and designated third parties, as well as Producers, Creative Consultants and Programme Managers.

This role will report to the Business Development Associate.

Key responsibilities

- Manage the planning, development and delivery of The Storytellers' content marketing plan, including owned, earned and paid media campaigns: prepare content planner, coordinate content creation and implement on marketing channels, ensuring adherence to brand tone of voice is maintained throughout
- Write B2B sales and marketing copy (for example: social media posts, website copy, emails, case studies, blog posts, articles, copy for print materials etc) that resonates with senior target audiences (C-Suite,

Executives, Directors) across a variety of industry sectors. Review existing copy of sales materials (presentations, print materials) and adapt and iterate where appropriate

- Coordinate development of B2B sales and marketing content sourced from internal or external associate writing team (blog posts, articles, white papers) if needed and provide editorial support as appropriate
- Publish and moderate content to marketing channels (website and social media) in a timely fashion, adapted to the channel, delivered to agreed specifications, deadlines and on budget
- Partner with Consultants, Producers, Creative Consultants and Programme Managers to coordinate creation of briefs for blog posts and/or articles, and scripts for vlog posts
- Ensure our sales and marketing internal knowledge base is kept up-to-date with the latest sales and marketing resources
- Coordinate Public Relations opportunities, including speaking events and media relations
- Assist in the organisation of internal and external events in line with our expertise areas
- Perform necessary administrative tasks (including legal, financial etc.)

Skills and experience

- An interest in the role and power of storytelling as a leadership tool within organisations, and curiosity in behavioural and organisational change theory
- Passionate interest in the global economic, social and industrial forces of change
- Creative and skilful wordsmith, with first experience gained in script writing/ghost writing/copywriting and/or editorial.
- A university degree with a focus in Arts and Humanities desirable
- Previous experience in a B2B copywriting or editorial role is desirable
- Familiarity with WordPress CMS and basic understanding of SEO desirable
- Ability to quickly build meaningful relationships at all levels
- Project management skills, including workload and resources planning
- Attention to detail
- Excellent command of English (verbal and written)
- A true team player, ability to work cross-functionally
- Intellectually curious, genuinely interested ('sponge', not 'rock')
- Naturally consultative; seeking first to understand, then to be understood
- Authentic and true to oneself

- Dynamic, making things happen, proactive self-starter with entrepreneurial spirit
- Highly ambitious, be committed to developing a long-term relationship with us, invest time and energy to become a key player in a dynamic and fast-evolving organisation

Requirements

- This is a full-time role based at our offices located in London
- Eligible to work in the UK