

# Job description

**Role: Content Marketing Manager**

**Reporting to: Head of Marketing Strategy**

**Location: We operate a hybrid working culture here at The Storytellers, with your time being split between our office in London and working from home**

## About The Storytellers

There are not many businesses growing in the current economic environment. We are...

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

The Storytellers are storytelling and business transformation specialists – the home of story-driven change and emotional connection. We help leaders navigate their people through periods of change and transformation, using the power of storytelling to inspire, shift mindsets, and build trust and belief in the journey ahead. We help them galvanise and motivate their teams through a simple, clear and emotionally-compelling narrative, exploring what it means for their part of the business and how everyone can play their part. We have worked with over 180 of the largest, most complex organisations in the world, with significant commercial impact.

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 diverse team includes vibrant talent from the consulting, strategic writing, creative and production world. We move at pace, we're fun to work with, passionate about what we do and the difference we make for our clients, their people and wider society. As we expand our business, we are looking for resilient self-starters who thrive in a fast developing environment and are excited about joining a growing organisation at a pivotal moment.

## Overview

We have an excellent opportunity for a Content Marketing Manager to join us as we accelerate our marketing and business development strategy to achieve a rapid growth plan. You will work closely with and under the guidance of the Marketing Strategy Consultant to develop and implement The Storytellers' commercially focused content marketing plan.

The Content Marketing Manager 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.

## **Key responsibilities**

- Manage the planning, development and delivery of The Storytellers' content marketing plan across owned, earned and paid media campaigns to meet lead generation KPI's and brand awareness objectives: research and identify appropriate topics and content requirements, prepare content planner, coordinate content creation and implementation on marketing channels (social, email/crm/Hubspot, website, PR and media partnerships), ensuring adherence to brand guidelines and 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 in sales materials (presentations, print materials) and adapt and iterate where appropriate
- Gather insights and coordinate development of targeted B2B thought leadership, sales and marketing content sourced from internal or external associate writing and creative teams (visual assets, blog posts, articles, white papers, ebooks, animations, videos) if needed and provide editorial and proofing support
- Optimise performance of marketing channels and website - particularly organic reach and engagement - analysing KPI's, testing and optimising, publishing content and moderating social and community engagement
- Partner with Consultants, Producers, Creative Consultants and Programme Managers to tailor content marketing to meet audience needs and align with relevant industry trends
- Ensure our sales and marketing internal knowledge base is kept up-to-date with the latest sales and marketing resources, and maintain effective audits of content library and assets
- Assist in the organisation of internal and external events in line with our expertise areas
- Perform necessary administrative tasks where required (including data management, legal, financial etc.)

## **Skills and experience**

- Demonstrable B2B content marketing experience - including experience optimising content for LinkedIn social lead generation and brand awareness, email/CRM (ideally Hubspot) and SEO
- A creative and skilful wordsmith, previous experience in a B2B copywriting or editorial role is desirable
- Familiarity with CMS (ideally Wordpress) and understanding of core SEO techniques
- 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
- A university degree is desirable

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- 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**

- We operate a hybrid working culture here at The Storytellers, with your time being split between our office in London and working from home
- Eligible to work in the UK