Rock Management Services specialise in delivering comprehensive business support and solutions, ensuring that our clients thrive in their competitive landscapes. Our tailored services empower our clients to streamline operations and maintain unwavering focus on their core business.

Our customers benefit from a full-range of tailored services to support their main business functions: From expert Human Resource and IT support to seamless payroll assistance, dynamic change management, stringent compliance and transformation services, and business-focused marketing strategies.

Rock Management Services is a growing, modern and dynamic company with a strong vision of our future. We have big goals, and we’re looking for the right talent to help get us there. We are female led and an equal opportunities employer.

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| **Job Title** | **Junior Content Marketer** |
| Job Overview | We are looking to hire a dedicated junior content creator to assist with content creation for Rock Management Services and our clients. The candidate will be expected to plan, design, write and create various forms of content including blogs, articles, product and services descriptions, audio-visual content and website copy. They may also be required to assist the social media creation.  The content marketer’s responsibilities include the planning, creation and promotion of content for marketing and communication purposes. The successful candidate will assist in executing tailored content plans. As they become more confident, they will be encouraged to research industry-related topics and generate new content ideas. Additionally, they will learn to analyse gaps in a client’s existing content and evaluate analytics to adjust content as needed.  If you have an eye for detail and a passion for the written word, we’d love to hear from you. As part of the application process, candidates will be expected to write a 500-word piece as a set activity to provide an example of their writing. |
| Roles and Responsibilities | The successful candidate will be expected to   * Research industry-related topics, using a mix of in-house expertise, online resources and studies. * Develop and write clear marketing content for blogs, articles, product descriptions, social media, and company websites. * Assist in planning and creating audio-visual content for a multitude of purposes. Planning, executing and delivering video content themselves as their confidence grows. * Assist the marketing team in developing content for advertising campaigns. * Proofread content for errors and inconsistencies. * Edit and polish existing content to improve readability. * Complete writing projects according to given style and assignment specifications before deadlines. * Create or revise style guides and brand voice documents, either alone or with a team, to ensure all written content is effective and consistent. * Interpret strategy and objectives of the brand and align these to the content. * Assist in developing new content ideas for clients. * Research topics so their content contains timely and accurate information. * Revise existing content to reflect business changes or new preferences. * Determine content needs through conversations with clients and their representatives. * Create compelling headlines and body copy that will capture the attention of the target audience. * Identify customers’ needs and recommending new content to address gaps in the company's current content. * Evaluate the effectiveness of the content produced against original brief, and implement improvements. |
| Person Specification | * A love of the written word and a good grasp of grammar. A history of editing in English is desirable. * Experience of doing research using multiple sources. * Proficiency in Microsoft Office applications. * Examples of content creation, structured articles, or blogs * Specialise in a specific market, niche or industry * The ability to work in a fast-paced environment. * The ability to handle multiple projects concurrently. * Ability to meet deadlines and work to KPIs. * Effective communication skills.   Whilst not required, the following are desirable:   * Experience with website Content Management Systems is desirable but not essential. Advanced computer literacy like short keys, HTML coding and internet publishing. * Quantitative and qualitative research, identifying credible sources and web-friendly links. * Knowledge of SEO pertinent to content writing – such as choosing titles, SEO keywords, and planning meta-data. * Market research and analysis skills to identify trending, in-market topics. * An understanding of analytics to provide insights and areas of improvement. * Knowledge of content distribution platforms. * Understanding of strategies that will increase reader engagement. * Bachelor's degree in English, Journalism, Marketing or related field. |
| Salary | Starting salary from £24,000 per annum |
| Location | The successful candidate will be expected to work from Reading or Oxford office. This role will be hybrid working – A mixture of working from home and office. |
| Working hours | 9:00am to 5pm, with one hour for lunch Monday – Friday – 35 hours per week. Flexible working options available. |
| Job type | Fixed term during the apprentice program with the possibility of going permanent. |
| Closing date | We reserve the right to amend the closing date or withdraw the advert without notice prior to the closing date. |
| Why work for Rock MS? | We are a forward thinking, dynamic company, who put their clients and employees first. We are a fun and flexible firm with good opportunities for development and career progression. We expect a lot from our employees but in return we offer:   * The ability to earn up to 30 days of holiday with years of service (standard holiday packages start at 21 days plus all bank holidays); * Additional paid day off on your birthday. * Ability to purchase a further 5 days of holiday each year. * Discretionary additional holiday days given at Christmas (up to a maximum of 2 days) * Flexible working schemes available to all employees. * Private medical health care with the option to add optical and dental care. * Discounted gym memberships. * Fresh fruit baskets in each office on a weekly basis. * Cycle to work scheme. * Unlimited access to online based training. * Employee assistance programme with access to physical, mental and emotional health advice & webinars, wellbeing videos and programmes, online counselling & mini health checks. * Access to in-house therapy available for all employees. |
| How to apply? | If you are interested in this position, or would like further information, please email [recruitment@rockms.co.uk](mailto:recruitment@rockms.co.uk) with the job title clearly stated in the subject line. Applicants should attach their sample writing form alongside a copy of their CV and covering letter. |