

<b>Job Title</b>	Content Marketing Executive	<b>Role</b>	Permanent, full time (9–5)
<b>Reports to</b>	Marketing Manager	<b>Place of work</b>	Ipswich (hybrid office/remote)

## About Inform Direct

Inform Direct is a multi-award winning online company secretarial software solution, supporting over 200,000 UK companies. Our mission is to take the mystery out of company secretarial work, helping businesses and their accountants manage statutory filing and keep their records up to date.

We strive for excellence in everything we do, both in developing amazing product features and providing unparalleled support to our customers. Continued growth means we have opportunities for passionate individuals who share our commitment to quality to join our Ipswich-based team.

## Job summary

The Content Marketing Executive will be dedicated to crafting the highest quality, original content that translates complex company secretarial information into simple, engaging resources. These high quality articles will help us to be found via search engines, enlighten visitors and showcase Inform Direct as the UK's company secretarial thought leader. Alongside marketing content, this will develop confidence in our brand and encourage visitors to register for our company secretarial software.

## Principal responsibilities

- Explore company secretarial subjects and identify new content opportunities
- Undertake detailed research of legislation and other sources on company secretarial subjects
- Craft new technical articles that are practical, engaging and informative
- Publish new articles on the Inform Direct website using our content management system
- Produce technical content for other media and collaborations with selected partners
- Produce marketing copy for our website, advertising campaigns, printed materials etc.
- Identify and, where appropriate, produce appropriate resources – such as imagery, supplemental document templates etc. - to accompany published articles

- Use search engine optimisation (SEO) tools and other resources to analyse and improve the performance of new and existing content
- Refresh, update and re-purpose existing technical content
- Review new content created by others to optimise quality and performance
- Promote content on social media platforms
- Liaise with our public relations agency on press releases and other external content
- Contribute to the company's marketing strategy and other marketing projects

### **Skills and experience**

- Demonstrable record of excellent written composition
- Able to research, quickly learn and analyse complex topics
- Impeccable grasp of the English language
- Adept in explaining intricate concepts in easy to understand terms
- Excellent attention to detail
- An understanding of content marketing and SEO
- Able to multi-task, prioritise and manage time effectively
- Proactive self-starter, highly motivated and able to work independently
- Experience with content management systems (including WordPress) desirable
- Design, image or video editing skills desirable
- Experience with accountancy, legal, financial or professional services industries desirable