

Job Description

Position Details			
Position Title:	Digital Content Manager	Team	Marketing
Reports to:	Head of Commercial	Direct Reports:	

In preparation for its next phase of growth, AuctionsPlus is seeking to appoint a Digital Content Manager. Reporting to the Head of Commercial, this newly-created role provides an exciting opportunity for an experienced Content Manager to lead our national and international eCommerce sales growth.

You're a strong writer, editor and multimedia practitioner with a passion for producing compelling digital content that engages and inspires people to understand, trust and act.

You'll have deep content management experience using Hubspot. You'll also have a sound knowledge of best practice CX, UX and SEO.

Your content publishing, organisation and planning skills, and keen eye for detail, will ensure you manage critical website updates capably. And you'll seize every opportunity to help enhance our members' experience online.

Responsibility	
1	<p>Content Marketing</p> <ul style="list-style-type: none"> Develop and implement digital communication campaigns that promote and enhance AuctionsPlus presence and contribute to the maximisation of messaging, revenue, and fundraising opportunities across a range of mediums including online, print, and media. Manage the day to day requirements and functionality of a seamless customer website experience. Implement digital and social media strategies and campaigns, content calendars and measure and report on the effectiveness of campaigns, delivering data insights and actionable recommendations. The Marketing & Communications team is responsible for promoting, positioning and protecting AuctionsPlus brand and reputation nationally, and supports the whole organisation.
2	<p>Content Management</p> <ul style="list-style-type: none"> Develop an editorial plan featuring engaging, accessible content Continuously assess content performance to ensure consistency and strategic impact, evaluating analytics and translating data into insights applied to future work Drive and oversee the editorial calendar and own the content lifecycle from creation to archive Develop external content partnerships and initiatives to advance AuctionsPlus mission (e.g. branded content, guest posts) Create and oversee organic search-driven content strategy including expertise with using SEO best practices to write creative copy that includes effective keyword placement Collaborating with the team to develop and implement the online content calendar, including product and promotional content. Supports all Marketing, Product and Promotional Content Collaborating with the Digital Marketing Manager to design and execute SEO and SEM campaigns to optimize and improve traffic and user engagement Complete content updates on websites, ensuring content updates are clear, relevant, accessible, engaging and timely and targeted to the needs of identified audiences.
3	<p>Social Media</p> <ul style="list-style-type: none"> Creating high performing social content that consistently hits our targets of engagement and quality Planning and presenting a social calendar that's up to date and aligned with the social, content and marketing strategy Optimising our posting schedule and staying accountable for keeping all the plates spinning on social across all the channels Assist with planning, organising and advertising Events – as well as Social Media content after the events Coordinate, schedule and publish postings on social media accounts in accordance with the weekly content calendar Moderate and respond to social media enquiries

Critical Requirements	
1	Strategic. Identify the strategic priorities and effectively execute successful marketing campaigns including digital strategies.
2	Relationship Management. Excellent interpersonal skills with the ability & confidence to initiative new relationships.
3	Collaborative. Able to build strong collaborative relationships internally and externally.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Deep understanding of a broad range of marketing activities and initiatives.
6	Industry expertise. Strong knowledge and understanding of the agriculture industry.
8	Understand others. Active listening and probing skills to understand the drivers and needs of customers
9	Influencing – the ability to influence key stakeholders to enjoy positive business outcomes.
10	Problem solving. Able to analyse information, think logically and solve problems.
11	Analytical capability. Able to gather diverse information and provide meaningful analysis.
12	Results orientated. Continually driving high levels of performance to try and meet and exceed goals.
13	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
14	Business acumen. Use robust data and analysis to identify opportunities for business development.
15	Technical proficiency in data analysis