

Content Strategist – Job Description

Principle Responsibilities:

Support the Content Director to lead the Content team to:

- Develop new and existing Content services for iCrossing which deliver maximum benefit to our clients
- Work with Content Director to grow the Content team and create better working relationships with other service lines
- Identify new business opportunities and develop with AMs/Biz Dev; attend client briefings and pitches
- Champion and increase understanding of Content services within the business (Lore, company meetings, training sessions)
- Support the drive for iCrossing to become a market-leader in content-driven digital strategies – supporting iCrossing's marketing team to produce case studies and white papers, writing and encouraging others to write for [Connect](#), presenting at external events and developing personal profile and connections
- Work with Editors to agree initial briefs and periodically review content strategy for each client
- Support Editors and Project Managers where necessary to plan workload and liaise with clients
- Line manage junior members of the team
- Identify the best content-driven ideas from within the Content team and elsewhere in the business, and assemble the right team to develop, test and promote them
- Support the move towards making iCrossing a Creative agency

Reports to:

Content Director (direct report) and Head of Delivery (indirect report)

Delivery duties:

- That we make the right promises, and that contracted promises to both clients and internal clients are kept on time and within budget
- Ensure our service delivery is managed profitably and in-line with our business plan goals
- That lead times for each activity are accurately communicated throughout the business
- That the cost of each activity and therefore profitability is monitored and managed
- Ensure that people you manage are clear about their role and responsibilities and understand the company's objectives
- That delivery processes are managed and monitored
- That content strategy and deliverables are of the requisite quality
- Proactively address problems and identify opportunities for increasing client satisfaction
- Support the Content Director to maintain and develop rigorous reporting systems and culture within the Content team and to the Delivery management team

Product duties:

- Keep up to date with digital content and social media developments and knowledge
- Engage with external digital content and social media community
- Manage a culture of continuous improvement by continually improving our products, systems and processes
- Help to develop and document new product methods, tools and processes
- Communicate product knowledge, both internal to the Client and Delivery teams, and externally

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- Train internally on processes for all new product methodologies

New Business and Account Growth duties:

- Support Content Director with resourcing requests for support on proposals, statements of work and project plans for New Business and account growth
- Responsible for commercial viability of Content strategy proposals
- Attend sales pitches as required, both 'stand alone' and those combined with other services
- Maintain and share Content collateral (decks, case studies)
- Pro-actively seek and identify new business and growth opportunities in the course of other duties

People

- Support the Content Director to manage and provide leadership of Content team
- Supporting the Content Director to ensure that our business plan objectives are managed through the Content team
- Conduct regular 1-1s and performance reviews with those team members who report to you
- Support the Content Director to ensure that the team have the necessary skills to perform their work effectively
- Support the Content Director with recruitment of new members of the Content team as necessary
- Actively nurture the goal of making iCrossing an enjoyable and extraordinary place for staff to work

Quality and reporting

- Ensure that our delivery is best-in-class
- Ensure that policies (statements of 'must' and 'must not') are followed
- Ensure that relevant external standards are understood and incorporated where appropriate
- Ensure that all reporting staff understand how quality relates to them and their role

Key Performance Indicators

- Client retention
- New business secured
- Operational efficiency of Content team
- Client Net Promoter Score
- Staff retention

Person Specification:

Attribute	Essential	Desirable
Knowledge & experience	<ul style="list-style-type: none"> • Substantial, demonstrable experience of managing, planning and delivery of digital content projects. • Writing, editing, video production or photographic skills for online spaces. • Experience of managing project plans and budgets. 	<ul style="list-style-type: none"> • Experience of managing others. • Good knowledge of legal and copyright issues relating to the publication of content online.

	<ul style="list-style-type: none"> • A strong interest in social communication and marketing online. 	
<p>General attributes</p>	<ul style="list-style-type: none"> • Client centric – driven to delight the client • Strong client-facing skills, able to understand client needs and maintain relationships • Able to work in high-pressure environment and to prioritise conflicting workloads to achieve campaign objectives • Able to understand and resolve technical delivery and implementation problems • Able to work independently and as part of a team • Leads by example, motivates for results, appraises performance • Committed to a structured approach and disciplined workflow • Able to work on simultaneous tasks • Able to keep and maintain confidential information, client information and internal intellectual property 	

Company Information

iCrossing is a search and social media led digital marketing agency. We put the consumer at the heart of marketing through our unique range of research and tools that provide a different perspective on how customers navigate and engage in conversation with brands online. The result is digital marketing that speaks to and is truly informed by your customer's online journey and needs.

The right blend of our technology, talent and services - including natural and paid search, social media, user experience, content, web development, display advertising and analytics – delivers marketing that is built around what your customers are doing online today. Our clients include brands such as Channel 4, Porsche and Unilever. We are a team of 550 people across 12 offices in the US, Europe and here in the UK where 100 of us work from our London and Brighton offices.

How to apply for this post

Please mail your CV to jobs@icrossing.co.uk