

Creative Content Manager

Location: Borough, London

Are you a pro-active, creative thinker who can take complex, technology talk and turn it into compelling content? Are you a stickler for grammar with an eye for detail? Can you build confidence with our clients whilst delivering stand out, targeted messaging?

You could be who we're looking for!

Bright is on the lookout for an experienced creative content manager and capability lead who enjoys getting their head around complex technology, business and software solutions. We work at the sharp end of B2B marketing, with high-growth tech and consulting firms who keep us busy so we're looking for somebody who enjoys being challenged.

Your daily duties will involve:

Job role in a nutshell:

- All things content at Bright including strategy, creative ideation, briefing and management of all content production (written, video and digital)
- Quality control across entire projects to ensure delivery and brand is consistent
- Create compelling brand messaging frameworks
- Run messaging, content and strategy workshops to help our clients turn the technical talk into compelling brand stories
- Creative campaign planning, managing content requirements and ensuring consistency of tone of voice for our clients
- Working across the other Bright capability teams to successfully deliver projects at pace
- Delivering recommendations to clients
- Repurposing existing content to maximise ROI for our clients
- Completing content audits to help identify where there are gaps in existing content, and map this to customer buyer journeys
- Setting standard, championing agile working practice and building IP

Essential skills we're looking for:

- 3-4 years' B2B marketing experience in either an agency or consultancy environment
- Experience in making complex propositions clear with messaging development
- English language is essential, along with excellent verbal and written communication
- Strong copywriting skills across a variety of mediums
- Grammatical whizz with an editorial eye and proof-reading head
- Confidence in delivering compelling content and creative ideas
- Cool head in stressful situations and ability to problem solve quickly
- Ability to manage and service multiple clients at any one time
- Excellent project management skills and experience managing teams and third-party support
- Creative thinking is a must! Our clients love new ideas, and so do we!
- Proactivity in learning new skills and keeping up to date with new and emerging trends
- Comfortable working offsite at client offices
- Experience working with a designer to help bring content to life
- Internal comms experience desired but not essential

Join our Bright team and benefit from:

- 25 days holiday (exclusive of bank holidays)
- Pension scheme
- Bonus scheme
- Annual Bright day off at Christmas
- As much fruit, nuts, tea and coffee as you can manage
- Fizz at 4 Fridays
- Regular socials and team building
- Personal training budget
- Mentoring programme

Have we caught your attention? Send us your CV and covering letter explaining why you're a good fit for Bright and let's set up an interview.

Email: hello@brightinnovation.co.uk

Phone: 020 3855 0032