

Department: Simply Zesty
Completed by: AM/NS
Date: December 2017

Job Title: Digital Content Marketer

Reports to: Managing Director

Purpose of Job: To create content and manage its delivery for Zesty and Tibus, covering both internal marketing and external client engagements.

Main Duties:

- To write engaging, relevant and shareable content for the Zesty and Tibus blogs
- To promote content through the Tibus and Zesty social channels and manage engagement on those channels
- To create and manage content publishing schedules
- To work with subject matter and technical specialists to create content
- To develop case studies with clients
- To identify relevant tech blogs, publishers and platforms and engage with those publishers to promote Tibus and Zesty content on them
- To work with the Wireless Group communications team to generate press releases
- To understand Google Analytics and other platform reporting tools, including Facebook Insights, Twitter analytics, LinkedIn, Snapchat and Instagram
- To work directly on client copy and content engagements
- To keep on top of content, technology, UX and design trends
- To carry out any other reasonable duties as required