

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

Job Title:	Digital Content Marketer
Education:	3 rd level education in a technical, business, English or marketing related discipline desirable
Experience:	Minimum of 5 years' recent, relevant experience in a commercial agency or in-house/client-side digital environment essential Demonstrable experience of personally researching and authoring specialist content Proven experience in creating content publishing schedules Demonstrable experience of developing effective working relationships internally and externally
Knowledge:	In-depth knowledge of content marketing best practice Working knowledge of content performance analytics tools Good knowledge of publisher landscape in Ireland and further afield
Skills:	Exceptional standard of written English essential Extremely strong levels of attention to detail essential Interest in design and technology highly desirable Strong internal and external client-facing skills essential Ability to translate brief into a scope of works and output Excellent written, visual and verbal articulation skills
Aptitudes:	Ability to work with creative and technical teams Self-motivated, with a strong positive attitude High degree of commitment, initiative and perseverance Team player Flexible and resourceful Work well under pressure and able to deliver to tight deadlines
Other:	Prepared to work outside normal office hours as required