

Background to the role

Digital Content Marketer

December 2017

ZESTY



Are you an experienced and ambitious copy writer, content creator or digital marketer who is seeking career progression into a leading Digital Agency? Do you understand the world of digital? Do you know how to create and promote exceptional content? Do you want to work for an international media group? If so, the Digital Content Marketer role at Zesty is potentially suited to you.

As the successful applicant, you will have at least 5 years' recent, relevant experience in a commercial digital agency or client side environment. You will be a self-starter and enjoy exceptionally strong attention detail. You will be driven by a passion for writing and story-telling. You will want the opportunity to personally lead the content activities for Zesty, putting into practice your ideas and utilising your experience.

You will understand why content is consumed and why people engage and share with that content - particularly specialist design and technical content. You will want to tell the story of the people around you and the work that they do. You will want to leverage our experience and make it relevant to our audiences so that we can win the most interesting engagements available to us.

You will understand why clients choose an agency like Zesty and you will want to help them tell their own story to their audiences. You will see the story and you will want to tell it, even where the subject matter is complex.

Reporting to the Managing Director, you will enjoy one of the most important roles in Zesty and you will be tasked with building up a content capability. You will be interested in people and ambitious for your role. Building up your own team is something that you want to do and Zesty will offer you the opportunity to do that.

You will work alongside Heads of Design, Development, Insights, UX and Client Delivery – forming trusted professional relationships with each function. You will be committed to maintaining high standards of client work and intuitively understand the importance of quality across everything we do. You will be comfortable in a fast-paced workplace.

Zesty has a bold vision for the next 10 years and is backed by one the world's most successful media organisations. You want the chance to create the leading agency content offerings available anywhere in the UK & Ireland. You want this opportunity.