

# **/ Content Marketing Executive**

# / The DMA

## Who We Are

We're the Data & Marketing Association (DMA), the home to Europe's largest community of data-driven marketers, creatives and business leaders.

The DMA comprises the DMA, the Institute of Data & Marketing (IDM) and DMA Talent.

Through the DMA, we guide and inspire industry leaders; our world-class learning institute – the IDM – advances the careers of marketing and creative practitioners; and DMA Talent works to nurture and inspire a new generation of creative, data and marketing superstars.

Working together, we champion the causes of the brightest agencies, bravest brands and most exciting tech and marketing innovators at work today.

## Job Title

Content Marketing Executive

## Salary

24k+ bens

## The Opportunity

We're seeking a content marketing executive to join our Brand and Content team – a vibrant team staffed by designers, writers and thinkers. We're looking for someone with sharp writing, editing, and social media skills to build brand awareness and engagement across a range of media.

## The Role

As Content Marketing Executive, you'll be focused on delivering impactful, cohesive and engaging content. You'll take briefs from across the business and respond with creative ways of building our online presence and driving performance.

The role will have a particular focus on our social media channels.

Working with our Head of Brand & Content, you'll plan our social media and campaign activities, and help develop creative concepts to keep our social outputs visually arresting and attention grabbing.

In combination with your social media work, you'll produce compelling email copy, craft snappy website copy – from articles to event listings, and proof and edit long-read reports and colourful infographics.

Throughout, you'll partner with designers and writers in the creative department with backgrounds in multimedia, in illustration and editorial, in film and motion animation, and work closely with our tech and data teams to ensure we're driving optimum customer engagement.

## Your Profile, Key Knowledge and Skills Areas

We'd like to see your CV, and a book and / or website that shows us:

- 1+ year experience producing social media copy
- 1+ year experience working across various social media platforms (Twitter, Instagram, LinkedIn, Facebook)
- Some demonstrable experience of contributing creative ideas to social media campaigns
- Some experience of managing and implementing a social media calendar / social media content plan
- An understanding of the concept and importance of engagement with experience working to a test and learn approach
- Some experience writing copy across diverse formats: digital, email, article copy
- Some experience in proofreading and copyediting

## **DMA Values**

### **Genuine**

We are transparent and honest in all that we do

### **Innovative**

We champion the bold and the brave, the forward thinkers and the future-makers

### **Inspiring**

We are vibrant, energetic and creative

### **Helpful**

We work as a team, sharing goals and supporting all our stakeholders

## **Useful Links**

[The DMA](#)

[The IDM](#)

[DMA Talent](#)

[A New DMA](#)