

JOB TITLE: CONTENT WRITER

DIVISION: MARKETING – INTECHNOLOGY PLC

JOB LOCATION: HARROGATE

REPORTS TO: MARKETING MANAGER

AIM OF THE ROLE

A new full-time role has arisen within the Marketing Department of IntechologyWiFi, with responsibilities for the production of high-quality written content to be distributed across a range of mediums, notably editorial / journalistic content for a new line of city / lifestyle mobile applications.

This role will require an experienced, creative, confident and adaptable writer, able to hit the ground running within a busy, agile and fast-moving technology company, in order to quickly absorb the core elements of the business and its services.

As a baseline responsibility, the Content Writer must be adept at conveying the right message to the right audience; experience as a lifestyle copywriter or journalist would be highly advantageous, while proficiency in the use of content management systems for the publishing of digital content is essential.

KEY RESPONSIBILITIES

Working as part of a small team, under the direction of the Marketing Manager, responsibilities will include, but will not be restricted to the following:

1. Write and publish regular, engaging content for city / lifestyle mobile applications (including, news, features and advertorials).
2. Research news, stories, venues, events, etc. to write about.
3. Source appropriate imagery to accompany written content.
4. Liaise with city contacts to support the production of written content / provide content.
5. Editing and proofreading of other writers' work.
6. Copywriting / editing of other marketing materials, as required (could include brochures, leaflets, posters and blogs, as well as tender / BID submissions).

Note:

This Job Description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time, without changing the general character of the post or the level of responsibility entailed.

ISO

Responsible for ensuring that they are aware of the security policies and procedures of the Information Security Management System (ISO27001) and how these specifically relate to the information resources they have access to.

All security events, whether suspected or actual, must be reported immediately to the Information Security Manager on detection, without exception, including underperforming or broken processes that may lead to information leakage or a security breach.

Responsible for ensuring that all activities are carried out in accordance with their requirements including:

- Ensuring that they fully understand and execute their responsibilities under the QMS;
- Ensuring that they know and understand the company Quality Policy;
- Informing their Department Managers of any quality issues of concern;
- Ensuring that they adhere to best practice.

PERSON SPECIFICATION

The ideal candidate will have the following skills, attributes and experience:

- Content writing experience within a professional marketing, media or sales environment essential – demonstrable by portfolio.
- Proven creativity and idea generation, ideally within a lifestyle writing / journalistic context.
- Experience of using content management systems for the production of digital content.
- Excellent overall writing skills in a number of different styles/tones.
- Impeccable spelling and grammar.
- Great research, organizational, and learning skills.
- Familiarity with keyword placement and other SEO best practices desirable.
- Excellent communication skills – both verbal and written.
- Self-motivated and able to work without supervision as necessary.

- A flexible approach to hours of work: (may be required to work away from home from time to time, or work hours beyond the company standard).

HOURS OF WORK

The company's standard hours of work are from 9.00am–5.30 pm, with one hour for lunch, although some work outside of these hours will be required.

