

# Job Description

**Job Title:** Digital Content Manager

**Team:** Business Development

**Reports to:** Director of Marketing and Business Development

**Date:** January 2026

## Purpose of Job:

To manage and create brand-appropriate, creative pieces across all of our digital communications. This role will mainly involve copywriting and coordinating engaging content across the firm, driving business growth, and creating a positive and engaging image for our brand amongst both clients and corporate partners. Responsibility will cover all digital marketing content, including but not limited to website content, SEO, advertising, eMarketing, PR, video, awards submissions.

All messaging will aim to expand the firm's coverage in the chosen markets and regions. Pushing the creative boundaries in order to generate fresh content ideas that connect with our target audience in new ways that expand our reach.

The role includes responsibility for identifying and managing a content communications strategy which will feed into external and client communications, event development and brand management.

## Main Activities:

- Assisting the BD Director in developing the digital content strategy aligned with short-term and long-term marketing targets.
- Create and publish creative digital content, including website articles (such as news, blogs and case studies), PR, advertorials, video, display advertising campaigns, and other marketing collateral.
- Control the content management system. Working with our wider Business Development and Marketing team for effective project management.
- Collaborate with internal teams to identify new content and optimise the user experience.
- Edit, proofread and improve writers' posts.
- Liaise with content writers to ensure brand consistency.
- Optimise content according to SEO principles.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Manage content distribution to online channels to increase web traffic.
- Develop an editorial calendar and ensure content team is on board.
- Ensure compliance with law (e.g., copyright and data protection).
- Stay up to date with developments and generate new ideas to draw audience's attention.
- Identify trends, insights and optimise spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Collaborate with agencies and other vendor partners, including day-to-day account management of marketing and digital agencies.
- Working with our Marketing and Content Manager/Content Exec to ensure all PR content is fully optimised and shared effectively to improve reach and share of voice.
- Project manage, coordinate and write our annual digital reviews.
- Working in partnership with the teams to review previous and future PR, write, review, and edit content.
- Working with our designer to produce a finished digital product on time.



**Knowledge / Skills / Experience:**

- Proven experience in a digital marketing role.
- Degree in marketing or a related field.
- Excellent copywriting and editing skills (in English) with the ability to tailor the tone appropriately to suit the purpose of each communication.
- Demonstrable success with digital copywriting/SEO.
- Strong website management skills. SEO / Google Analytics knowledge.
- Experience managing content creators: building rapport, overcoming resource issues, planning, managing deadlines and budgets.
- Excellent knowledge of content production processes, workflows and content management systems (CMS).
- Excellent brand understanding and interpretation.
- Articulate with excellent grammatical abilities and attention to detail.
- Experience partnering with design to craft compelling creative solutions.
- PR writing experience essential.
- Working with key internal and external stakeholders to prepare appropriate media statements and is part of the crisis communications team handling contentious and sensitive issues.
- Working in tandem with the wider marketing function to ensure campaigns are integrated and support the client ecosystem.
- Planning, organisation, and time management skills.
- Able to influence people at all levels and receive and assimilate critical feedback.
- Able to multitask in a fast-paced environment while functioning as a member of a highly collaborative team.
- Demonstrates creativity and use of imagination.
- Strong project management skills with the ability to set structure and standards and to drive continual improvement.
- Highly organised, with a good memory and attention to detail.
- Solid communication skills with a problem-solving attitude and creative thinking.
- Commercially minded with efficiency front of mind.
- Able to remain calm under pressure while working to deadlines.
- Knowledge of Adobe Suite (including InDesign and Photoshop), Canva, LinkedIn, YouTube and Instagram preferred but not essential.



**Trust**



**Teamwork**



**Responsibility**



**Care**

## **Our Values & Behaviours**

### **Trust**

#### **We trust each other to do the right thing**

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

### **Teamwork**

#### **We are one team and work selflessly for each other**

- Be aware of your impact on others
- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

### **Responsibility**

#### **We are self-starters and take responsibility for how we work together and communicate**

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

### **Care**

#### **We care about our people, clients and community**

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

### **Additional notes or information:**

The duties and responsibilities in this job description are not exhaustive.