



Social and Content Marketing Manager

Responsible for: Social and Content Marketing Executive, Videographer

Reports to: Senior Campaign Marketing Manager

Location: London (Bethnal Green)

Hours: Mon-Fri 09.30 – 17.30

Job objectives

Reporting to the Senior Campaign Marketing Manager, and working as part of the marketing team, you will develop and implement strategic content to drive awareness, comprehension and preference of D&AD products and services.

You will work collaboratively with your fellow marketing heads and internal teams to ensure a cohesive and consistent tone of voice across all activity, across all channels, and strive to deliver content that engages and stimulates our audiences globally.

You will be responsible for cross-channel content marketing and content optimisation for content in all its forms (text, audio, video and image) including on and offline, CMS publishing, revisions, updates, social and e-communications.

Key responsibilities

- Drive D&AD audience growth and development through the creation and distribution of relevant, engaging content
- Plan, develop and implement content that supports and is integral to the overall marketing strategy, wider company objectives and brand positioning
- Ensure D&AD's brand guidelines, brand values, mission and vision are protected, projected and enhanced in the development and execution of D&AD's content in all its forms
- Work across all D&AD core products to deliver an effective content marketing strategy and editorial plan to meet the business objectives
- Support campaign delivery by generating and delivering bespoke content across all relevant audience touch points including online and offline
- Identify and engage with relevant and high-profile social influencers within the global creative industries, specifically around key D&AD events including D&AD Festival, New Blood Festival and local market activity

- Line management of a Social and Content Marketing Executive and Videographer, and the commissioning and management of contractors, suppliers and associated materials to ensure content is delivered on time, on budget and to a standard that supports and enhances D&AD's brand positioning

General responsibilities

- Develop content that actively promotes D&AD, its products and services, and that supports the marketing campaign calendar to drive audience engagement throughout the marketing funnel
- Develop and manage an editorial calendar and operational plan of content production and oversee the delivery of all on/offline related material including dandad.org, D&AD social platforms, events, campaigns, comms and 3rd party content production
- Create, produce and publish effective and engaging content via the best and most audience focused platform, on or offline. Including but not restricted to dandad.org, D&AD social platforms, video, print, e-comms.
- Work with the Senior Campaign Marketing Manager in developing CTA messaging across all relevant channels in line with the campaign comms plan
- Along with the Senior Digital Marketing Manager, ensure all content is optimised for website and digital to maximise traffic retention, return and conversion
- Organise and manage content capture at relevant events throughout the calendar including photography, videography, blogging, etc.
- Identify and negotiate with 3rd parties to deliver services that support the content marketing strategy at key times of the year, e.g. D&AD Festival
- Oversee adherence to brand guidelines, tone of voice and brand positioning across all content and social media channels whether produced by internal staff members or third parties
- Ensure all content is monitored, filed, reported and kept up-to-date on all owned channels
- Devise internal training programme to enable wider D&AD team members to create and post related social content at relevant global events

Skills/experience

- At least 4+ years experience working in a similar role, producing content with proven engagement/conversion across multiple digital channels
- Experience creating content for the web, including writing articles, planning and conducting interviews, commissioning creative work and growing a social audience
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyse and present content and social performance, identify trends and draw logical conclusions
- Strong copywriting and copy-editing skills, including understanding and implementing SEO for online content
- Experience of editing moving image
- Experience of working at large scale live events

- Excellent attention to detail
- Experience of leading a team
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and conversion
- A passion for the creative industries with excellent knowledge of and contacts in the commercial creative landscape (advertising, design, media, broadcasting, production, PR)
- Expert user of Microsoft and Adobe products (preferably Apple Mac)
- Confident networker, communicator and public speaker
- Proactive, enthusiastic, resourceful and positive. Not afraid to get hands dirty and work long hours.
- A degree in English, Journalism, Marketing, Media or Communications

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.