

Huthwaite International – Content Creator

The Content Creator at Huthwaite will play a key role in creating and delivering engaging and inspiring content both online and offline for both the Marketing and Sales teams.

The role will work across a range of projects in the organisation and therefore effective working relationships will need to be formed with various internal teams, external stakeholders and suppliers to ensure content is engaging, includes the latest product info and is written in house style.

The ideal candidate will be a motivated individual who has the ability to communicate the Huthwaite message in simple and beautiful language which will attract audiences and produce tangible results.

Marketing Content Support

Ensuring our digital presence supports and enhances our business offering and delivers our messages effectively, the role will support the Director of Marketing in shaping the digital content strategy. This role requires someone who is creative and can identify, create, manage and deliver digital content such as blogs, whitepapers, posts, scripts etc. across channels including websites, social media, webinars and video.

Sales Content Support

Enable sales teams with the resources and reinforcement they need and ensure the marketing-sales alignment is strong. These resources will include production information, buyer personas, value propositions, sales presentation and proposal content, case studies and testimonials, competitor benchmarking and analysis material.

Responsibilities of the role

- Work together with sales team to create engaging sales proposal and presentation content that is targeted to client needs.
- Work alongside the marketing team to create high-quality persona and industry led content that keeps visitors engaged across the website.
- Work with teams across the business to create persona-led content, understanding the key challenges to that persona.
- Plan, produce and create a programme of digital content to be used across all our digital channels, increasing engagement with our audiences and stakeholders.
- Work with key stakeholders to mature and evolve the 'Huthwaite Tone of Voice' and promote across the business.
- Serve as a liaison between sales, marketing and product teams to develop, manage and implement clear marketing copy of our products and services to be used by the commercial teams.
- Responsible for developing Customer Success Stories (case studies) and testimonials for the commercial team to use during the sales process.
- Maintain and update product content collateral to ensure it is easily accessible and providing the capabilities sellers need.

Skills, know-how and experience

- A Bachelor's degree in communications, English, journalism, literature, marketing or other related fields.
- Experience as a content creator in prior roles creating strong and engaging content.
- Understanding of SEO best practices.
- Proficiency with content management systems, ideally including HubSpot.
- Proficiency with Microsoft Office suite, especially Word and PowerPoint.

This is a flexible hybrid role which will require travel to our South Yorkshire Office on a regular basis.

To apply, please send your CV with covering letter and current salary details by email to careers@huthwaite.co.uk

Huthwaite is an equal opportunities employer. We are committed to a diverse and inclusive working environment and therefore base all our employment selection decisions, within all aspects of our business, on experience, skill, and integrity. We strongly encourage applicants from all walks of life to apply for our positions, irrespective of age, sex, gender identity, disability, sexual orientation, race, religion, etc.