

Job Description - Part-Time Digital Content Manager

A fantastic opportunity has arisen for a Digital Content Manager with experience managing content for websites, email marketing and social media platforms to join CHE, a leading homeopathy college.

CHE is the UK's largest Homeopathic college offers homeopathy courses, training and education, based in central London. This role will report to the Director of the college.

The ideal Digital Content Manager will have an interest in homeopathy and a strong ability to create persuasive copy for various digital platforms including email, landing pages and social media channels.

This is a part time role (5 short days a week - total approx. 22.5 hrs) and based primarily at home with some face-to-face meetings in the UK.

Responsibilities include:

- Work with CHE management to create and then manage a content calendar across all products and services
- Develop creative and engaging social media strategies and digital marketing content including text posts, video and images
- Write weekly and monthly blogs and newsletters based on the content calendar and upload to different systems (Websites and email marketing software)
- Manage the course content including course overviews and detailed descriptions
- Update content in the CMS (WordPress sites) working with developers / marketing agency
- Conduct content audits to identify old content and update

Key skills

- A passion for, and thorough understanding of, social media platforms and industry developments
- Understanding of SEO in relation to content generation and optimisation
- High levels of communication and presentation (both verbal and written)
- Ability to think strategically
- Strong copywriting and marketing skills
- Technically proficient in G-suite, WordPress, Email Marketing Software and Social Media Platforms and tools such as Canva
- Excellent time and project management skills
- Outstanding organisation skills with an ability to manage multiple projects and portfolios
- Friendly and sociable and able to work in a small team

Experience

- Evidence of copywriting, content creation, social media management, reporting, account management and client liaison skills
- Experience of working in a digital content role

Salary- £27500 Pro rata

Closing Date – Monday 19th July 2021

Please send CV and covering letter to Lucy Graham - lucy@chehomeopathy.com