

Content Creator – FTC Up To 12 Months, 4-5 Days Per Week

About *Be the Business*

Led by Sir Charlie Mayfield (Chairman) and Chief Executive Tony Danker, *Be the Business* was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

What You Will Do

- Create and develop new content for BtB as an organisation, and for its respective initiatives, that inspires the target audience, drives awareness and improves favourability of *Be the Business* and what we do.
- Become a key member of the *Be the Business* content team (and drawing on freelancers as needed) to commission, brief and project manage production of content such as video, audio and photography.
- Perform interviews, write case studies and identify businesses within our communities who have great stories we can tell.
- Attend events, interviews, research focus groups and externally run events in order to identify new topics to cover and gather opportunities for collaboration or input from third parties and partners.
- Manage an existing library of content, updating it to comply with new brand guidelines (tone of voice and personality), organising it on our website for easy access.
- Evaluate the impact and effectiveness of content and their channels, helping project leads understand the role and impact of content on SME leaders.
- Develop an understanding of impact of content helping team to allocate resource most effectively.

What We Are Looking For

- Familiarity with CMS and marketing platforms.
- Understanding of SME leader engagement.
- Excellent writing skills and communications.
- Excellent organisational and time management skills.
- Ability to build and maintain relationships with SMEs.
- Happy to work autonomously and as a collaborative team member.
- Experience of managing a library of online content.
- Degree level or equivalent.

What We Offer You

- A rewarding job with the opportunity to have your voice heard and really make a difference.
- We're a mission driven, entrepreneurial team, and we thrive on leading and driving projects that will positively impact UK businesses and the economy.
- Competitive salary and benefits.

Sound interesting? We thought so. So, what are you waiting for?

If you're interested in joining our team at *Be the Business*, please send your details to:
careers@bethebusiness.com