Content Marketing Specialist

Job Title: Content Marketing Specialist

Department: CEG Digital

Reports to: Head of Content

The Company

Since 1952, Cambridge Education Group (CEG) has been delivering the highest quality academic, creative and English Language programmes, preparing thousands of students to progress onto the world's leading universities.

The Group operates under different brands: CATS College – high schools in Cambridge, Canterbury, London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge, UK; **ON**CAMPUS – teaching foundation courses to University degrees on campuses in the UK, USA and mainland Europe; and Stafford House – year-round English Language schools in Brighton, Canterbury and London, and Study Holiday centres across the UK and the USA for juniors. CEG is proud to offer a new suite of services, known as CEG Digital, to enable universities to expand global access to their higher education programmes. Working closely with partner universities, CEG Digital will help create, market and deliver part-time online and blended university programmes to students around the world, using cutting-edge technology, sector leading pedagogy and first-class support to provide an outstanding digital educational experience.

Whatever students aspire to, whichever college, school or centre they choose, Cambridge Education Group promises excellent teaching, premium facilities and the personal service our students demand.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction and to ensure that our 'CARE' principles are clearly understood and are effectively applied across the whole organisation in all teams and at all levels of responsibility.

CEG is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The Company also expects all staff and volunteers to share the Company's commitment to Equal Opportunities within the workplace.

Job overview

The Content Marketing Specialist is an individual who has a deep passion for telling CEG Digital and partners brand stories in order to educate audiences across a breadth of media and content forms.

The role of the Content Marketing Specialist requires a person who is able to work in, and thrive, in a fast-paced and dynamic environment. The Content Marketing Specialist also has a high level of creativity blended with a passion for driving change in the business through technology.

The Content Marketing Specialist is also highly familiar with the best trends and practices in SEO, site development, and social media marketing. The role of the Content Marketing Specialist is also

occupied by a person with a high level of creativity, project management skills, and attention to detail.

The post holder will be required to work closely with our Head of Content, external agencies and our partners as well as the internal teams.

Key responsibilities

- Support the Head of Content to create an annual content marketing calendar and engaging website content.
- Own CEG Digital websites and blog sites, responsible for ensuring that websites have compelling content, navigation, structure/design, localization, and landing pages that will make content easily digestible by the audience.
- Optimise website conversions, increase traffic and improve both on-page SEO and off-page SEO analysis and execution; improving organic search engine performance and setting goals based on click through rates, conversions, and traffic.
- Conduct research and develop an understanding of the online/digital education industry and CEG Digital programmes unique value proposition and product's market differentiators.
- Support the Head of Content Develop to build engagement across existing business's social media profiles and presence, inclusive of Twitter, Facebook, LinkedIn, Instagram, and YouTube among other channels in order to expand CEG Digital's online following.
- Work with the marketing team to define and create resources and new content that supports segment specific marketing programs and enhances CEG Digital market awareness for the purpose of driving sales leads, and ultimately helping in sales growth.
- Work with the academic and sales teams in producing relevant content that is up to standard and meets the stakeholders' as well as consumers' needs.
- Project manage new programme launches and own project plans
- Manage directory of marketing material and create digital assets to support current and new campaigns
- Develop resources for the sales team, including videos, case studies, webinars, brochures, newsletters and presentations.

General Duties and Responsibilities

- To work within the Sales and Marketing team and with University partners.
- To participate in the annual Performance appraisal process.
- To ensure communication systems and practices support effective management arrangements and promote good relations with teams.
- To be responsible for your own continuing self-development.
- To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

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Person Specification

Customer First – It is ESSENTIAL all candidates meet the CEG Customer First CARE Principles:-

Commit

- Goes the extra mile
- Follows-up & follows through

Act

- Takes ownership
- Looks for a solution

Respond

- Addresses issues positively
- Communicates proactively

Empathise

- Is an active listener
- Is respectful and values our customers

Experience and Knowledge

- Experience in the conception and creation of content marketing strategies and digital marketing.
- Knowledge and experience of traditional and digital marketing.
- Proven experience of working within a marketing environment with exposure to digital content campaign management, and tight deadlines.
- Knowledge of, and an interest in Higher Education, educational content and its digital landscape.
- Working knowledge and understanding of baseline online marketing including SEO, analytics, website design and CMS, ROI analysis, PPC campaigns, content development, keyword research and selection.
- Experience of effective digital copywriting.
- Proven executor.

Skills

- Excellent project management skills with exceptional attention to detail.
- Ability to negotiate efficiently and effectively, and manage people's expectations in high pressure environments.
- Excellent organisational and administration skills, with the ability to prioritise workload and manage conflicting deadlines in a dynamic and fast moving environment.

Content Marketing Specialist

- Excellent verbal and written communication skills, capable of producing effective marketing copy as well as excellent proofing and subbing skills.
- Ability to convey messages and tell stories that make connections with audiences.
- Ability to work efficiently with multiple stakeholders both as a team and under own initiative.
- Strong agency management skills.
- Exceptional creative, analytical and critical thinking skills.
- Ability to digest and understand new information efficiently.

Behaviours

- A progressive attitude toward SEO and digital marketing.
- Willingness to work and collaborate with an international team, putting forward solutions and ideas with a flexible, can-do attitude.
- Passionate, energetic and highly motivated to achieve success with a strong work ethic and detail orientation.