



Content Marketing Executive

This is an exciting opportunity to take the next step on your marketing career and join our fast-growing business as a Content Marketing Executive. An award-winning tech company, Valuechain is seeking a bright, ambitious graduate with creative flair combined with commercial awareness. Your excellent written and verbal communication skills will be central to your success as you join our growing marketing team and lead the content production for our new Fitfactory brand.

You will work closely with the product, marketing and sales teams to produce high-quality content that develops new opportunities and nurtures customers and prospects through to completion. As a self-starter, you will immerse yourself in the industry to understand challenges and develop new content ideas. This is an opportunity to put your own stamp on the brand with opportunities to fast-track your development.

Position: Permanent, Full Time

Location: Daresbury or Manchester

Salary: £21,000 - £24,000 /year depending on experience + Benefits (as below)

About Us

Valuechain intelligently connects global organisations. Providing software to improve manufacturing productivity and enable supply chain collaboration, we are helping companies of all sizes and digital transformation journey.

Working with blue-chip companies like Bentley Motors and Airbus alongside 400 manufacturing SMEs, we deliver excellent, secure and reliable technology to create world-class supply chains.

The Role

As a key member of the marketing team, you will report directly into the Chief Marketing Officer and work closely with the product, sales and marketing teams. Your responsibilities will be to:

- Regularly provide inbound leads through high quality content to our sales teams
- Create and tell compelling stories that nurture our prospects through to purchase through automation funnels
- Tell the stories of our happy customers and promote them online and with publications
- Work with customer success teams to conduct research and define target audiences
- Work with product teams to clearly explain the value of our products and communicate it with our audiences
- Collaborate with sales teams to produce content for ABM campaigns
- Manage & maintain collateral repository for the company
- Play a central role in producing regular high quality ebooks, blogs and whitepapers that engage readers
- Imagine, create, and present ideas & strategies for new go-to-market campaigns



About you

- Bachelor's degree in Marketing or Business-related area
- A natural storyteller, you will have excellent written and verbal communication skills
- Creative and imaginative, you overflow with new ideas
- A great team-player, your work best as part of a team and encourage ideas in group settings
- A self-starter, you have worked on a number of side projects alongside your studies
- You will be comfortable working with data to analyse performance
- Strong workflow management skills that will see projects to timely completion

A strong plus:

- Sound SEO, HTML and Wordpress experience
- Knowledge of Google Suite, including Search Console, Analytics, Ads, & Google My Business
- 1-3 years' experience in marketing or copywriting position
- Experience of B2B marketing (preferably in software industry)
- Certified CIM Level 4 (or equivalent)
- Knowledge of manufacturing industry

Benefits

- 25 days annual leave
- Personal development and training plan
- Career progression opportunities as part of a growing company
- Access to pension scheme
- Flexible work from home scheme

Next steps

To apply to the position of Content Marketing Executive, please click on Apply to upload your CV. We look forward to hearing from you.