

**JOB AD - CONTENT MARKETING EXECUTIVE**

**We are looking for an enthusiastic and ambitious candidate to join the IWSC Marketing team as a Content Marketing Executive. If you are a creative, self-motivated professional, and have a keen interest in wine and/or spirits, we have the perfect role for you.**

The IWSC is the go-to platform for having wines or spirits tasted and reviewed by leading decision makers from both the off- and on-trade, as well as by key influencers. When the IWSC was established in 1969, under the name Club Oenologique, its ambition to bring the best-in-show to the attention of consumers and trade worldwide made it an industry pioneer.

Launched in November 2018, Club Oenologique is an upscale media brand dedicated to bringing together the very best in wine and spirits, gastronomy, travel and lifestyle. Its ambition is to become an authoritative voice in wine and spirit and all things around it, via its flagship magazine, website and events.

**This role’s purpose is to support the Marketing Manager in developing the internal and external communications and content strategy. You will have a proven track record of delivering innovative content-led campaigns with the objective of driving performance. You will have extensive experience working in digital content development, social media, customer journeys.**

**Key responsibilities are:**

* Manage the day-to-day production and processes of IWSC content.
* Accountable for the overall content distribution through various channels, including media, website, social media and external partners.
* Write and edit marketing emails, newsletters and press releases.
* Write or commission, edit, adapt and build content to ensure it is fully SEO-optimised and has the right tone of voice for our audience.
* Under the guidance of the Marketing Manager, develop and manage all social media activity, and Google paid ads campaigns.
* Fulfilment of digital sponsorship deliverables, including writing yearly reports.
* Collaborate cross-functionally across promotional content execution to meet deadlines and clients’ expectations.
* Monitor and analyse traffic performance, source, and behaviour on IWSC’s website using Google Analytics and gather statistics using social analytics tools to provide regular internal reports to the team.

**This is a job for you if you are/have:**

* Highly computer literate, with a high level of accuracy, with strong editing and proofreading skills.
* Proven strong verbal communication skills.
* Experience writing content for various platforms, including websites, press releases, newsletters.
* Experience in using CMS tools and a knowledge of and passion for technology and digital.
* Understanding of various communication channels and required content and style to ensure best results from these.
* Experience managing and overseeing creative projects, including working with external providers.
* A thorough understanding of social media platforms.
* Be a self-starter with the ability to prioritise, work to deadlines, use initiative and perform under pressure.
* At least a minimum of two years of working experience in content management.
* Good working knowledge of Word, Excel, PowerPoint, Canva, Google Analytics.
* Some knowledge and understanding of SEO.
* Have a keen interest in wine and spirits.

The Content Marketing Executive will work a minimum of two days in our London office. Please send a covering email, including your salary expectations, and CV to Kristen.dougall@iwsc.net.

The closing date for this vacancy will be 15th February 2022. Please note that should any suitable CVs be received whilst the advert is live then individuals will be invited to an interview and an offer may be made prior to the closing date.