



# CASTLEMEDIA

## Digital Content Assistant

### The role

The new Digital Content Assistant position is a fantastic opportunity for the right candidate to start or progress their career by making their mark as part of an innovative, enthusiastic and goal-driven team.

You will be responsible for publishing, optimising and marketing content across Build It's website, social media channels, emails and other digital platforms. You'll implement Build It's Content Strategy according to house style and content marketing best practise and will be bursting with creative ideas to drive up engagement and audience numbers across our various digital platforms.

The Digital Content Assistant role is office-based. You will be part of the editorial team and report directly to the Editor, as well as coordinating with the Advertising and Marketing teams.

### Key responsibilities

- Upload & schedule content to Self-Build.co.uk according to SEO best practice.
- Promote Build It's content and brand tools via social media and our email database.
- Develop the brand's social media presence and quantifiably improve engagement.
- Produce monthly Analytics reports and work with the Editor to identify and implement learnings.
- Interact with Users on Self-Build.co.uk (Q&As / comments) and via social media, responding in a timely manner.
- Deliver Build It's editorial email campaigns.
- Upload Build It's digital magazines.
- Administer the website email inbox.
- Represent and support the team at Build It's shows and awards, and at other key industry events.

### About you

You should be an organised, results-driven self-starter capable of working on your own initiative to prioritise and deliver workloads effectively. Creativity, communication and productivity should be your watchwords – and you should be eager to work closely with your colleagues to innovate and bring new ideas to fruition.

In addition, you should have strong writing and editorial proof-reading skills, a good understanding of digital content marketing principles and a keen eye for detail. A demonstrable interest in the housing, DIY, architecture and design sectors would be an advantage.

You should be familiar with the Adobe suite (Photoshop, InDesign, Spark) and online content management systems. Experience of connecting with audiences via social media (including software such as Hootsuite) and email platforms (such as Adestra, MailChimp etc) would be beneficial.

### **How to apply**

If you would like to apply for this role, please send a CV and cover letter stating why you believe you would suit this role to [chris.bates@castlemedia.co.uk](mailto:chris.bates@castlemedia.co.uk), quoting 'Digital Content Assistant' in the subject line. Please note that only shortlisted applicants will be contacted.