

THE CONTENT MARKETING MANAGER ROLE

Battersea is an ambitious and exciting place to work. Our brand is playful, dynamic, expert and flexible and Battersea's Brand team proudly fosters this through best-in-class content, propositions, copy, and design.

As our strategically-driven Content Marketing Manager, you'll bring the Battersea brand to life by overseeing successful delivery against our new content framework, supporting the team in effective implementation and measurement. You'll also be looking at opportunities for ongoing strategic development.

You'll be supporting a dynamic Content team, giving guidance, coaching and fostering a culture of creativity and strategic direction, so they can deliver storytelling content that inspires connection to our cause and engagement with our brand.

You'll be adept at using data and insight to bring our work to life for different audiences; have experience and understanding of the principles of content design and structured content across written and visual outputs, be brimming with creative ideas, and of course, be passionate about dogs and cats.

Collaboration is key at Battersea and within this role you'll work closely with senior stakeholders across the Brand team and across the Marketing and Communications department and wider organisation. Strong communication, interpersonal and consultative skills, and the proven ability to build relationships are vital to aid the smooth delivery of strategic projects and the framework.

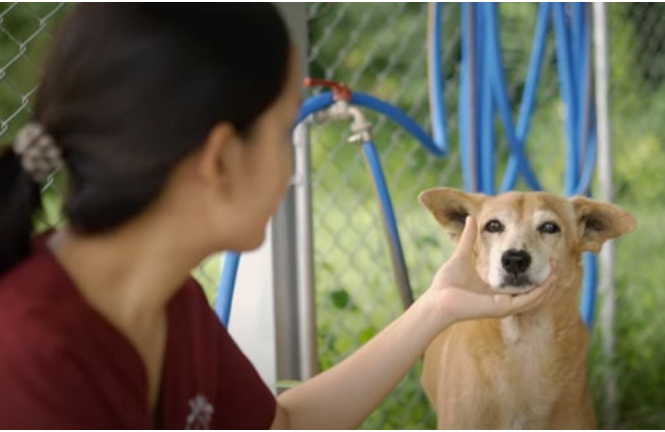


THE IDEAL CANDIDATE WILL...

- Be experienced and confident in overseeing strategic and creative delivery against a content strategy framework, developing and evaluating content that is audience driven, purposeful and aligns with Brand, Marketing and organisational objectives.
- Be a true collaborator; confident building relationships at all levels including high-level stakeholders across Digital (Digital Product, Performance Marketing and Digital Engagement) and Comms teams. Encouraging collaboration and establishing credibility and buy-in through effective communication and persuasion.
- Be able to apply in-depth knowledge of content strategy, content design principles, content marketing and technologies, upskilling and guiding others in the process.
- Leverage insights, metrics, and research to steer the direction of content outputs that boost the awareness, engagement, and income-generating capacity of Battersea.

- Have significant experience of team leadership; motivating, managing, and developing staff, including setting clearly defined objectives, and managing performance.
- Have strong prioritisation skills to support the team's delivery of high-quality work. Able to multi-task under pressure and bring people with you on key decisions.
- Be happy working as part of a team that works cross-discipline to deliver the majority of Battersea's creative output.
- Be able to maintain a clear and consistent brand voice.
- Be used to working across a wide range of strategic and creative projects while juggling conflicting priorities.
- Be able to promote an understanding of, and a commitment to, the vision, mission, and values of Battersea.
- Be a dog and cat lover!

THE ROLE AT A GLANCE



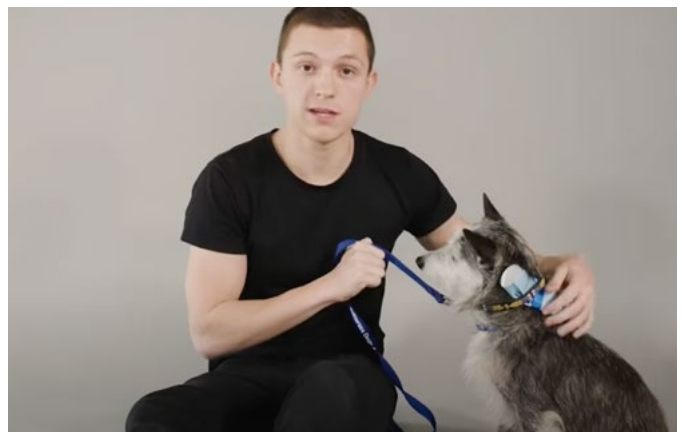
- Using research and insight to create bolder and better content that aligns to strategic priorities



- Purposeful and persuasive content to support campaigns



- Communicating unique stories around our expertise and care that helps drive audience connection and support for our cause



- Creating content of memorable moments that showcase our work