**Digital Content Executive**Association for Consultancy and Engineering (ACE) Group

 **THE ROLE**

We’re looking for someone who wants to become a digital content expert, helping us continue to punch above our weight as we represent the views of our 400 members. Working mainly remotely with an experienced team is an excellent on-the-job learning opportunity.

You will be demonstrably passionate about communication and digital – relish the challenge of creating compelling content and delivering across a broad range of themes and topics to support our aims.

As a vital member of our communications and marketing team, you will play a significant role in creating impactful news articles, drafting blogs and articles, and delivering presentations. You will also be involved in digital projects, industry campaigns, and promoting our events calendar.

 **ABOUT US**

**We are the Association for Consultancy and Engineering (ACE) the business association representing the companies large and small which design, deliver and manage our national infrastructure and built environment.**

Our members are great problem solvers, delivering the solutions which will unlock our sustainable future, create social value across our communities, connect people across the UK, and fix the productivity puzzle. They’re committed to a better future with people firmly at the core, ensuring our built environment works in harmony with the natural environment.

We take their voices to government across the UK, engaging on big issues such as climate change, levelling up, future skills, and transport. Our proactive business support helps all members – no matter their size – to focus on their day-to-day.

[Find out more about us in our three-year Blueprint](https://www.acenet.co.uk/media/4azdm3hv/developing-a-three-year-blueprint.pdf).

**MAIN RESPONSIBILITIES**

* Working with the Marketing Manager to create, produce and deliver timely content.
* Writing, building and scheduling member marketing emails and social media posts.
* Managing and enhancing the ACE and EIC websites and microsites our websites with content.
* Ensuring the ACE, EIC and microsites are kept up to date, are accessible and engaging
* Identifying and implementing ways to improve the customer experience.
* Identifying hot topics / emerging business issues and working with members and colleagues to develop news angles.
* Maintaining a good working knowledge of the issues affecting our industry and its members.
* Supporting campaign delivery, inputting into design and visual/audio/video content.
* Editing and publishing video content
* Working closely with other team members to provide opportunities for profile raising across various channels.
* Work with the membership team to ensure data lists are updated and unsubscribes are removed and emails are targeted appropriately.
* Responsible for the delivery of the digital communications plan including internal (SharePoint) and external channel.
* Coordinate with internal teams and external stakeholders to ensure brand consistency and alignment across all digital content.

 **THE IDEAL CANDIDATE**

* Demonstrable B2B communications or campaigns experience.
* Ability to research, write, produce and edit great content for a range of formats.
* Understanding of the full marketing communications mix and how different channels can be used to create awareness and influence a business audience.
* Ability to adapt style for different media and audiences.
* Excellent interpersonal skills and good judgment, with an ability to build rapport with people at all levels of seniority and across different departments.
* A persuasive communicator with strong attention to detail and an ability to manage multiple deadlines and competing demands in a fast-paced environment.
* An understanding of email marketing platforms, marketing lists and email campaigns.
* A genuine interest in a broad range of business topics.
* Proactive and self-motivated.
* Willingness to learn on the job.
* Experience of using Umbraco and email management systems.

**SALARY & CURRENT BENEFITS**

* Starting salary for this role is £25,000 to £27,000, depending on the skills and experience you bring.
* Flexible working day
* Personal development career plan and support
* 27 days of holiday, plus one extra day for your birthday
* Employee discount on major brands
* Company pension
* Life insurance
* Access to Employee Assistance Programme

ACE is an inclusive and diverse employer and welcomes applications from all sections of the community.

**APPLICATION PROCESS**

To apply please send a CV and covering letter – with links to examples of your work to date – outlining why you feel you are the best for the role to: recruitment@acenet.co.uk