



Role Description

Job Title: **Digital Content Manager / Content Manager**

Location: Hybrid - Remote / The Mill, Lodge Lane, Derby, DE1 3HB

The Role:

This is a fantastic opportunity for a Content Manager looking for a new role in a forward thinking, successful digital marketing agency. This role is ideal for someone working within an agency environment who is looking to take ownership of content strategies for a diverse portfolio of clients.

The person suited to this role will have ambition to lead the agency's approach to content marketing and will work closely with the wider team on implementing content strategies and processes that support wider campaigns, and ultimately client objectives.

Key Responsibilities:

- Leading the development of client content strategies
- Working closely with clients to execute content strategies
- Developing and managing multiple client content calendars
- Creating and optimising content for multiple channels
- Planning and conducting research to support content and SEO campaigns
- Reporting the results of content strategies to the agency and directly to clients
- Support with the planning and management of content activity
- Communicating directly with clients and other agencies
- Supporting in the development of paid social campaigns (primarily messaging and creatives)
- Landing page content optimisation
- Supporting in SEO activity related to content
- Leading and delivering the agency's content and social media output
- Planning, creating and publishing the agency's email newsletter

The Candidate:

- 3+ years' experience within a content focused role (within an agency)
- Strong understanding of SEO and digital best practice
- Experience in producing and editing content for digital channels
- Strong understanding of content reporting and metrics
- A passion for digital and an understanding of the digital marketplace

The logo for TDMP consists of a green square on the left containing the letters 'TDMP' in white, and a white square on the right containing the text 'Customer Acquisition Specialists' in black.

TDMP

**Customer
Acquisition
Specialists**

- Excellent organisational, team working, project management and problem solving skills
- Ability to pre-empt problems, show initiative and be pro-active
- A high level literacy with strong attention to detail
- A natural communicator

Desirable:

- Knowledge of SEMRush or similar SEO tools
- Experience using Mail Chimp
- Knowledge of social media channels (paid and organic)
- Experience with creative tools such as Canva
- Knowledge of Google My Business
- Experience with task management tools such a Forecast, Notion

Benefits:

- Competitive salary (plus home broadband / phone subsidy)
- 25 days holiday plus bank holidays and 1 CSR day to support chosen charity
- Flexible working approach
- Health Insurance (on completion of probation period)
- Health Cash Plan including employee assistance programme
- Contributory Pension (on completion of probation period)
- Packaged benefits programme
- Employee share ownership scheme (on completion of probation period)
- Regular team social events

TDMP

TDMP is a strategy led, digital growth agency. We are specialists in acquiring more profitable customers for our clients.

We develop and deliver innovative and effective search, social and digital strategies that drive more customers to our clients' businesses. We work across a broad range of business sectors increasing online visibility, growing traffic, and ultimately delivering increased quality lead volumes and sales.



The team operates out of 2 offices in Derby & Tunbridge Wells and is made up of 12, including search engineers, content marketers, software developers, PPC specialists and operations management.

Our focus is on delivering outstanding commercial results for our customers across the following areas:

- Digital Strategy / Organic Search (SEO) / PPC / Content Marketing /
- Social Media / Reputation Management