

# Marketing Content Creator and PR Executive



Thank you for your interest in working at Hope 4U. This job pack should give you everything you need to know about the position and how to apply for this role.

<b>Title:</b>	<b>Marketing Content Creator &amp; PR Executive</b>
<b>Starting salary:</b>	<b>£27,000 per annum</b>
<b>Hours:</b>	<b>£37.5, Monday to Friday</b>
<b>Contract:</b>	<b>Permanent – Full Time position</b>
<b>Location:</b>	<b>Office – Burton on Trent</b>

**Apply:** If you would like to be considered, please apply directly on indeed or email your CV and a covering letter to: [info@hope4u.co.uk](mailto:info@hope4u.co.uk)

Please note all applications must include a covering letter. Please refer to the specification to demonstrate how your experience, skills and knowledge meet the requirements of the role. It is important that you demonstrate how you meet each requirement as no assumptions will be made about your achievements and abilities.

## Description

We are seeking a dynamic and creative Marketing Content Creator and PR Executive to join our team. This dual-role position is ideal for a passionate storyteller with a knack for creating engaging content and a flair for public relations. The successful candidate will be responsible for developing compelling marketing materials, managing social media channels, and executing PR strategies to enhance our brand's visibility and reputation.

## Responsibilities

### Content Creation

- Develop, write, and edit high-quality marketing content, including blog posts, articles, newsletters, social media posts, and website copy.
- Create engaging visual content, such as infographics, videos, and presentations.
- Conduct research to identify trends and insights that inform content strategies and ensure relevance to target audiences.
- Optimise content for SEO and ensure consistency in brand messaging across all platforms.

## **Public Relations**

- Assist in the development and execution of PR strategies to promote the brand, products, and initiatives.
- Build and maintain relationships with media contacts, influencers, and industry stakeholders.
- Write and distribute press releases, media kits, and other promotional materials.
- Monitor media coverage and prepare reports on PR metrics and campaign effectiveness.

## **Social Media Management**

- Manage and curate content for the company's social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and others.
- Engage with followers and respond to inquiries in a timely manner, fostering a positive community around the brand.
- Analyse social media performance metrics and adjust strategies to improve engagement and reach.

## **Collaboration and Strategy**

- Work closely with cross-functional teams, to gather insights and create relevant content.
- Participate in brainstorming sessions and contribute to the development of integrated marketing campaigns.
- Stay updated on industry trends, emerging technologies, and best practices in content marketing and PR.

## **Requirements**

- 2+ years of experience in content creation, marketing, or public relations.
- Exceptional writing, editing, and communication skills.
- Proficiency in social media platforms and content management systems.
- Familiarity with SEO best practices and analytics tools (e.g., Google Analytics, social media insights).
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Creative thinker with a keen eye for detail and a passion for storytelling.

## **What can you expect of us?**

- A friendly and flexible culture
- A growing organisation
- A drive for continuous improvement

## **Entitlement to work in the UK**

A job offer will be subject to confirmation that you are permitted to work in the UK in accordance with the relevant provisions. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made.

## **Diversity Monitoring**

We recognise the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds. Monitoring recruitment and selection procedures is one way of helping us to ensure that there is no unfair discrimination in the way that we recruit people. To do this, we would like to know about the diversity profile of people who apply. The information is given in confidence for monitoring purposes only.

## **Shortlisting outcomes**

Some positions may require additional assessments (practical task/test).

## **Criminal convictions**

Anyone who applies, will be asked to disclose details of unspent convictions during the process. Having a criminal record will not necessarily bar you, much will depend on the type of job you have applied for and the circumstances of your offence.

Disclosure and Barring Service (DBS) checks are requested where proportionate and relevant to the post concerned