



## Content Manager UK Vacancy Brief

### About Bubble Agency

We are a no-nonsense boutique full-service PR, marketing and events agency with expertise in the broadcast, media technology, sports and AV industries. Founded by Sadie Groom and independently owned, we are 22 years young with combined industry expertise of over 100 years. We are headquartered in Holborn, London, with an office in Los Angeles and team members in New York, Portland, and Dubai.

At Bubble Agency, we believe in doing things a bit differently. We love our clients, big ideas and working in a creative team. The right candidate will share our values, enjoy being part of a sociable team and have a passion for storytelling and creating intelligent standout content.

### Our values

- Teamwork
- Proactiveness
- Transparency
- Creativity

### Secrets of our success

- We are passionate about the industry
- We are experts who are great at what we do
- We are really nice people to work with

You will be part of a fast-paced agency with high-growth plans. Because of this, the right candidate will have the opportunity for career progression, supported by a growing management team.

To apply for the role, please send your CV and a 100-word covering letter or video on why you'd like to be a Bubble to our HR Manager, Emma Pritchard on [careers@bubbleagency.com](mailto:careers@bubbleagency.com)

<b>Job title</b>	Content Manager
<b>Job Description</b>	<p>The role of Content Manager is an integral part of the PR and marketing mix. They are responsible for understanding and advising on messaging and content strategy for Bubble Agency's clients and for delivering that high-quality, intelligent content.</p> <p>The right candidate is self-sufficient and able to develop a mix of content that tells our clients stories in relatable and compelling ways with minimal guidance. The ability to meet deadlines and work across multiple brands is a must.</p> <p><b>Client responsibilities</b></p> <ul style="list-style-type: none"><li>● Understand a client's business issues and identify story ideas and feature opportunities to gain them coverage</li><li>● Write a wide range of material including press releases, media alerts, case studies, thought leadership articles, blogs,</li></ul>

	<p>white papers, website copy and marketing communications – taken from a brief, as well as from interviewing clients and key stakeholders</p> <ul style="list-style-type: none"> <li>● Ensure that the content reflects each client’s audience, its brand and messaging</li> <li>● Understand and incorporate the digital assets necessary to drive discovery and search, including SEO keywords</li> <li>● Advise clients on the right mix of content to deliver the right message for their business</li> <li>● Work with the client teams to contribute ideas for ongoing creative campaigns and client reviews</li> <li>● Attend client catch-ups and reviews when required</li> </ul> <p><b>Company responsibilities</b></p> <ul style="list-style-type: none"> <li>● Work with the Marketing Director to develop a content calendar of insights, research and produce the content</li> <li>● Draft industry insights, blogs, and thought leadership pieces on behalf of Bubble Agency to support our marketing and PR</li> <li>● Ghost-write pieces for the Bubble Bugle</li> <li>● Proofread the Bubble Bugle</li> <li>● Proofread copy written by other Bubbles and freelancers to maintain quality control</li> <li>● Raise and ensure the quality of content across teams through training sessions and advising on tips and best practice</li> <li>● Inputting accurately into Bubble’s time management system</li> <li>● Building and maintaining relationships with clients</li> <li>● Contribute to Bubble Agency’s social media and online presence</li> <li>● Inputting to new business pitches and attending pitches when required</li> <li>● Establish professional relationships with colleagues in other offices</li> <li>● Presenting to colleagues on a regular basis to share knowledge and experiences</li> </ul>
<b>Reporting to</b>	Senior Account Director
<b>Salary band / benefits at this level</b>	<p>The Content Manager will be offered a fantastic package including:</p> <ul style="list-style-type: none"> <li>● Competitive salary</li> <li>● Discretionary annual performance-based bonus</li> <li>● 21 days’ holiday, plus Christmas period closure break</li> <li>● Additional holiday days awarded for long service</li> <li>● Flexible working hours</li> <li>● 3pm Friday finish for 8-weeks during the summer</li> <li>● Company pension</li> <li>● Private healthcare</li> <li>● Enhanced Parental leave packages</li> <li>● Training and development programme</li> <li>● Mobile phone for business use</li> <li>● Laptop</li> </ul>
<b>Proposed start date</b>	ASAP
<b>Recruitment process e.g. number of interviews, tests set/briefs etc.</b>	<p><i>Once a CV has been accepted the candidate will go through the following process</i></p> <p><b>Stage 1</b> – Video phone interview with HR Manager. Please allow 30 minutes</p> <p><b>Stage 2</b> – Video interview with Account Director and Senior Account Manager. Please allow 1 hour</p> <p><b>Stage 3</b> – Task to complete following a brief</p>

	<p><b>Stage 4 – Final round video interview with Associate Director.</b> Please allow up to 30 minutes</p>
<p><b>Candidate specifics (e.g. experience, credentials, management skills etc.)</b></p>	<p><b>Candidate must:</b></p> <ul style="list-style-type: none"> <li>● Have 2+ years experience in a newsroom or editorial role, able to demonstrate proficiency in communications or editorial roles, process, priorities and deadlines</li> <li>● Have exceptional, accurate B2B writing and proofreading skills</li> <li>● Have a higher education qualification in PR, Marketing, Journalism or similar subject</li> <li>● Ability to juggle priorities, internal stakeholder demands and tight deadlines in a fast-paced environment</li> <li>● Be experienced in developing and rolling out a content strategy</li> <li>● Understand the difference between B2B and B2C writing</li> <li>● Demonstrate an understanding and passion technology and business</li> <li>● Demonstrate an understanding of the media landscape and where it is heading</li> <li>● Be an excellent timekeeper who's able to think on their feet and juggle multiple tasks</li> <li>● Be experienced in new business pitching (research, proposal planning and delivery)</li> <li>● Be active on social media</li> <li>● Have good positive energy with a proactive, can-do attitude</li> </ul>
<p><b>Additional info</b></p>	<p>More information about our clients and the way we work can be found at our website <a href="http://www.bubbleagency.com">www.bubbleagency.com</a></p>