

Candidate Brief

Content Marketing Manager – Netex Learning



About us

For more than two decades we have been developing training solutions for the corporate sector, healthcare, universities, business schools and EdTech sector.

Our purpose is to improve people's lives through training. This guides all our decisions, from the creation of our products to the relationships we develop with our customers.

Our mission is clear: to become a world leader in the online training sector.



About the role

Title: Content Marketing Manager (LS)

Location: Leeds or London Hybrid (regular travel required)

Salary: Up to £45,000 D.O.E

Hours: 37.5 Mon - Fri

Space: Business and Marketing – Learning Solutions

Key Responsibilities:

As a Content Marketing Manager, your primary responsibility is to develop and execute the content strategy aligned with our specific goals and objectives. Your role is pivotal in supporting overall marketing objectives through the creation of high-quality and engaging content that drives business success. You will actively contribute to marketing campaigns and activities promoting Netex's products, services, and solutions.

About the candidate

Required:

- In-depth knowledge of the HubSpot Content Optimization System.
- Experience in producing smart CTAs according to the visitor lifecycle stage.
- Content marketing experience for a B2B SaaS or Cloud business.
- Creative with the ability to analyse data
- Excellent written communication skills
- Track record of building an inbound marketing engine with a good understanding of SEO.

Desired:

- BSc degree in Marketing or a relevant field.
- Qualification or accreditation in a relevant field.
- Spanish language skills

Personal Attributes:

- Excellent interpersonal and communication skills
- Resilience and ability to work under pressure and to deadlines
- Excellent organisation and prioritisation skills
- Personal values in line with Netex core values.
- Commitment to equal opportunities.



Working with us

Culture

- Clear values
- Sports and Social
- Honesty and Integrity
- Regular Communications
- Supportive Teams

Benefits

- Access to content
- EAP
- Healthcare
- Paid Sick leave
- Free Parking

Career

- Internal Training
- External Training
- Ongoing PDP's
- Succession Plans

Work Environment

- Recognition
- Role Definition
- Autonomy
- Flexible Working
- Growing Business
- Casual Environment

Compensation

- Competitive Salaries
- Transparent and Fair
- Annual pay review

How to apply

If you have any further questions relating to the role or the recruitment process, please email:

Georgina.Curlett@Netexlearning.com

or

Graeme.Tucker@Netexlearning.com

To apply for this role please email a cover letter and an up-to-date CV as well as where you heard about the role to:

Careers@Virtual-college.co.uk

