

Content Marketing Assistant

- Part Time

Hours: Part Time: 20-24 hours a week. The days are negotiable.

Salary: Competitive. In line with comparable roles in the Charity sector.

Location: Hereford, UK.

The Christian Broadcasting Network Europe is part of a global organisation with its UK office based in Hereford. It is our vision to share the Gospel to all nations, and disciple through TV programming, multimedia, humanitarian outreach & prayer centres, in a relevant & practical way. CBN Europe is an exciting, vibrant place to work and we are looking for staff to join our expanding team.

This is an exciting new opportunity within the Marketing Department. We are looking for an enthusiastic individual to manage content creation and SEO for our websites as well as contribute to email and direct mail campaigns, to grow our audience and increase engagement.

About the Role:

- Oversee the content management on our portfolio of websites.
- Write website content and create posts according to the content plan.
- Use website analytics to advise and contribute to the digital content plan
- Take responsibility for effectively optimising the website content to improve search engine rankings.
- Increase organic traffic through effective SEO.
- Grow our email database through engaging content.
- Write Content for email and direct mail campaigns
- Contribute to and administrate the bi-monthly magazine.
- Take responsibility for key marketing administrative processes, such as liaising with printers.
- Provide monthly reports on content marketing efforts, providing analytical data and insights for future improvements.

About the Candidate:

- Must be a committed Christian who is passionate about writing Christian content and articles.
- Candidate must be able to write a wide variety of articles and marketing content to a high standard. This must be demonstrated upon application.
- Must have excellent attention to detail.
- Must be able to think analytically and convert that analytical thought into action.
- Previous experience in a marketing role is desirable.
- Previous experience of analytics software such as Google Analytics is desirable.
- Previous experience of a CMS such as Wordpress is desirable.
- A basic knowledge of HTML is not needed for the role but would be a bonus.

Please send your CV with covering letter and examples of your writing to Tim Wilson at jobs@cbneurope.com.

There is an occupational requirement under Schedule 9 of the Equality Act 2010 for this post to be held by an active, practising Christian who assents to our statement of faith.