

# CAREERS AT CERTSURE

<b>Job Title:</b>	Content and Social Media Manager
<b>Location:</b>	Hybrid
<b>Salary:</b>	circa £47,000 plus excellent benefits
<b>Hours:</b>	Full time
<b>Contract:</b>	Permanent
<b>Closing Date:</b>	28/04/2024

## Who we are looking for

- ❖ Do you have proven experience in content creation and management, specifically in digital marketing or a similar role?
- ❖ Are you a social media whiz who can craft and amplify engaging content, and build a thriving online community?
- ❖ Are you proficient in using content management systems (CMS), social media platforms, and analytics tools?
- ❖ Can you demonstrate strong writing and editing skills with impeccable attention to detail?
- ❖ Do you have a strong track record of effectively managing multiple tasks simultaneously, demonstrating excellent project management skills?
- ❖ Can you share examples of how your creative thinking has led to the generation of innovative ideas and solutions in your previous roles?
- ❖ Do you have good working knowledge of SEO best practices and content optimisation techniques?
- ❖ Have you worked in the construction industry?

## About the role

We have an exciting opportunity for a Content and Social Media Manager to join our organisation. As part of the marketing and communications team, you'll collaborate with teams and colleagues across the business to develop content strategies aligned with company goals.

We are looking for an experienced Content and Social Media Manager, who is a highly proactive individual with a growth mindset, who loves to innovate, challenge the norm, and put a theory to the test.

You'll be joining the team at an exciting time as we begin to develop our content strategy. You will be developing and implementing a content and social media strategy that includes a review of the channels and content we deliver, overseeing and creating various content types, from articles to videos to ensuring their quality and timely delivery across all channels. Utilising analytics tools, you'll track performance metrics to make data-driven decisions, optimise content effectiveness, and provide valuable recommendations for improvement. Staying ahead of industry trends and best practices, you'll continuously enhance our content strategy and execution.

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With line management and budget responsibilities, you'll play a key role in shaping our brand's digital presence and achieving impactful results.

## About the role

Your responsibilities will include:

- ❖ Develop and implement a comprehensive content and social media strategy for all major platforms.
- ❖ Take charge of the content creation process from ideation to publication, oversee content planning, writing, editing, and optimisation to maintain our brand voice and messaging consistency.
- ❖ Collaborate closely with internal stakeholders to ensure content accuracy, alignment with branding guidelines, and adherence to messaging and objectives.
- ❖ Manage and grow our social media following across platforms.
- ❖ Monitor social media trends and conversations relevant to the electrical and construction industry and find new ways to amplify our work and voice.
- ❖ Utilise analytics tools to monitor content performance, adjust strategies as needed to optimise performance, and achieve key performance indicators (KPIs).
- ❖ Stay up to date of industry trends, competitor activities, and emerging platforms to inform content strategy, while integrating SEO best practices to improve search visibility.
- ❖ Actively engage with our online community by responding to comments, messages, and inquiries in a timely and professional manner, fostering meaningful interactions.
- ❖ Manage relationships with external content creators, freelancers, and agencies as necessary to ensure the delivery of high-quality content.
- ❖ As a manager, promote the success of Certsure LLP and its members by supporting the leadership team in delivering our strategy, fostering a culture of care and high performance, and ensuring talent management and succession planning for team members.

## About the company

Certsure offers industry-leading certification services, Building Regulations schemes, products and support to the construction industry.

We are dedicated to providing professional services and certification to a wide range of customers across the building services sector. Our products and services are delivered through the marketing-leading brand NICEIC.



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Quality is the foundation of everything we do and as a result, many of our products are Government-recognised and United Kingdom Accreditation Service (UKAS) approved. From the technically excellent assessors to service advisors who really “get” our customers – we are always on the lookout for talented people to join our team.

We aspire to have a diverse and inclusive workplace, and as an equal opportunities employer, Certsure is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

If you'd like to find out more about the benefits we provide for our direct employees, just click on this link <https://niceic.com/about-us/careers/>

## Find out more about us

Websites: [www.certsure.com](http://www.certsure.com) or [www.niceic.com](http://www.niceic.com)

Twitter: @officialNICEIC

LinkedIn: <https://www.linkedin.com/company/niceic>

Facebook: <https://www.facebook.com/NICEIC/>

Instagram: <https://www.instagram.com/officialniceic>

## How to apply

If you think this is the job for you, then we'd be delighted to hear from you!

Please send your CV and a covering letter to [vacancies@certsure.com](mailto:vacancies@certsure.com).

We're unable to respond to all applicants due to the high volumes of CVs we receive. Therefore, if you don't hear from us, unfortunately this means you've been unsuccessful on this occasion.