

## Job description form

Details of the role	
<b>Department</b>	Brand Management
Job title	Content Marketing Specialist
Temporary/Permanent	Permanent
Reporting to	Head of Brand
Breakdown of the work involved	
	<p><b>Summary</b></p> <p>We are looking for a content marketing professional to join our small but busy marketing team. As one of the best-known financial services brands in the Irish market, marketing output is broadly focused on integrated campaigns, brochureware; events; sponsorships and partnerships; social media; research and content marketing to meet the business development and communications objectives of the firm. Working with the team, the successful candidate will generate content and marketing campaigns that accurately and engagingly convey the key capabilities, views, and decisions of our businesses (wealth management, investing banking and asset management).</p> <p><b>Key Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Write and edit timely, high-quality content to support our business areas e.g., concise market views, newsletters, case studies, infographics, website content, brochures, script writing for videos/events. These materials will strengthen our corporate brand and reflect the purpose of the organisation.</li> <li>• Support the team's content strategy by producing fit-for-purpose pieces.</li> <li>• Develop strong working relationships across the business to ensure that content meets the needs of the business and is delivered on time.</li> <li>• Write and develop social media posts to support the team's content marketing strategy.</li> <li>• Craft press releases to support marketing campaigns.</li> <li>• Consider how content can be efficiently repurposed to assist marketing, PR, and events.</li> <li>• Work with external partners to help execute marketing campaigns that support the firm's growth objectives, including development of creative content, advertising, video, and social media campaigns.</li> <li>• Produce engaging content that supports our internal communications strategy.</li> </ul>
Person specification	
	<ul style="list-style-type: none"> <li>• Minimum three years' relevant experience in content/corporate communications, preferably in financial services.</li> <li>• Bachelor's degree in marketing, PR, communications, business, journalism, or related disciplines</li> <li>• Strong interest and understanding of financial services.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong writing and editing skills, with experience in a writing role with a financial services organisation or as a financial journalist.</li> <li>• Skilled in repurposing content and extending the lifecycle of content on digital platforms.</li> <li>• Excellent organisational skills coupled with the ability to prioritise effectively.</li> <li>• A strong focus on quality control and attention to detail.</li> <li>• Ability to add creative input to content marketing initiatives.</li> <li>• Strong communication and interpersonal skills – this will be essential in interacting effectively with investment professionals and key contacts at senior and junior levels.</li> <li>• Ability to work to tight deadlines in a fast-paced environment.</li> </ul>
<b>Timelines</b>	
Closing date for applications	Close of business on Wednesday, 31st August 2022.
How to Apply	<p>Please send your Cover Letter and CV to <a href="mailto:careers@goodbody.ie">careers@goodbody.ie</a></p> <p>Please include responses to the following:</p> <ul style="list-style-type: none"> <li>• What is your expected salary?</li> <li>• What is your current notice period?</li> <li>• Are you eligible to work in Ireland?</li> <li>• Have you been employed by AIB or any Group Company within the last 2 years? If 'Yes', please confirm your date of leaving AIB Group or any Group Company?</li> </ul>

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Goodbody is an equal opportunities employer and is committed to fostering an inclusive workplace which values and benefits from the diversity of our workforce.

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