

Content Manager

Location: Hybrid

Hours of work: 37.5 hours per week

Reports to: Head of Marketing

A bit about us:

We're Tecman. For over 30 years, we've been helping manufacturers and distributors use technology to make their businesses simpler, smarter and more efficient. As a Microsoft Dynamics 365 partner, we use Business Central, CRM, Power Platform and AI tools to help our customers move forward.

But technology alone doesn't deliver the impact; it's our team that really works the magic. We develop a deep understanding of how each customers' business works and what success looks like for them before recommending the best way to get there.

We're proud to have been recognised by Great Place to Work® over multiple years. It reflects our commitment to creating a workplace where people can enjoy what they do, keep learning and make a genuine difference. And that shines through in the experience we deliver for our customers.

We're big on trust and ownership, giving people the freedom to do great work, bring fresh ideas to the table and have fun along the way. We're supportive without standing still and we're always looking for better ways to do things – for our customers and for each other.

Overall Responsibilities:

We're looking for someone who loves creating great content. Someone who's naturally curious, enjoys talking to customers and colleagues, spots opportunities to tell a story and can turn complex subjects into content people actually want to read, watch and share.

You'll help us attract new prospects, engage existing customers and strengthen Tecman's reputation as a trusted industry expert.

You'll get plenty of opportunities to bring new ideas to the table in addition to creating the content and supporting the wider team and business with their content needs too.

This is an exciting opportunity to join a growing marketing team and expand the quality, quantity and reach of our content across multiple channels.

Main Areas of Responsibility:

- Writing thought leadership content, blogs, video scripts and other downloadable resources
- Creating and updating website content and landing pages – in conjunction with our Website & Design Manager
- Producing email, event & social media content to support our Campaign Managers

- Helping improve content visibility in collaboration with our SEO/AEO Lead
- Interviewing colleagues, customers and partners to drive relevant content
- Managing our Tecman Talks AI video spin-off series
- Developing customer success stories and supporting video case studies
- Contributing new content ideas and ways we can use content to reach our audiences
- Repurposing existing content into new formats to help maximise its reach
- Helping Tecman continually improve how we create and manage content using AI

The Person

We are far more interested in finding someone with the right mindset, curiosity and writing ability than ticking every box, so if you're someone who enjoys working in a fast-paced environment with a desire to work in a dynamic and innovative company then this could be the role for you!

Experience

- 5+ years' experience in a B2B content marketing role
- Experience in technology, software, professional services and/or manufacturing and distribution
- Experience with SEO and content optimisation
- Experience working with websites and content management systems

Communication

- Excellent writing and proofreading skills
- Able to turn technical know-how into clear, easy-to-understand content
- Confident interviewing people and gathering information
- A genuine interest in storytelling and creating engaging content for different audiences and channels
- Able to work effectively in a team environment

Skills

- Strong attention to detail
- Excellent organisational skills
- Able to manage multiple projects and deadlines
- An interest in AI and emerging marketing technologies

What we offer:

- A competitive salary depending upon experience
- Competitive annual leave that includes an entitlement to an extra day's holiday for each calendar six-month period completed with no sick leave.
- Access to our Employee Assistance Programme – offering a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues.
- Death in Service: you will be enrolled in our Company Death in Service Scheme (unless you wish to opt out) – the cover is for 4 times your salary.
- Private Health Insurance – you are able to join our Company Health Scheme upon commencement of employment
- A friendly and collaborative work culture, with regular social events
- A chance to work with some of the most talented and innovative people in the industry
- A continuous learning and development program, with opportunities to grow your skills and career

Diversity and Inclusion

Tecman is committed to promoting equality of opportunity for all employees and job applicants. We aim to create a working environment in which all individuals can make the best use of their skills and can express and develop their potential, from the moment they are hired and throughout their career, by offering a diverse and inclusive community that respects individuals and enables them to strive for success in order to contribute positively to the business, free from discrimination or harassment.

We are passionate about our employee's development, and we value potential and a growth mindset as much as experience and expertise and we therefore encourage you to apply, even if you feel you don't meet all of the requirements of the role as mentorship, coaching, development and support will be provided.

You must have the legal right to live and work in the United Kingdom.

Please note: when you submit your CV for application, this may be retained on file indefinitely for future opportunities, in accordance with our GDPR Privacy Notice. If at any point you wish to exercise your right to be forgotten and have your details removed, please let us know by contacting recruitment@tecman.co.uk