



Content Executive

Velocity Worldwide is a global customer engagement agency that develops personalisation and insight technologies designed to grow retail businesses.

We deliver a combination of creative marketing and retail technology services through our proprietary platform Darius, which is designed to generate revenue and build a better customer experience.

With many new projects in the pipeline, we are excited to be growing our in-house content team.

Purpose of the Role

The Content Executive plays a central role in our business through:

- Supporting the internal Client Services team and external teams on the delivery of campaigns
- Designing and creating new ideas and ways of presenting information and engagement opportunities with shoppers
- Measurement and analysis of campaigns. Looking at the results and showing the ability to deliver insights and strategic recommendations to internal and external clients

Role & Responsibilities

- Creating engaging digital content for clients that best support their customer engagement strategy, this can include Landing Pages, Emails, SMS, Digital advertising campaigns, such as targeting via Social Media adverts (Facebook, Twitter, Instagram, LinkedIn) and other platforms such as Google AdWords and Bing
- Supporting internal & external clients with set up and publish of Darius® Campaigns including planning, building, publishing, implementation, analysis and reporting
- First and second level support for existing customers and partners
- Reporting on Darius® campaigns, during and after completion reports
- Continuously reviewing and measuring live campaigns and working with the client service account managers and external business and marketing teams to identify improvements
- The above is not an exhaustive list of duties and the role requirements will be reviewed regularly to ensure that the role is delivering what's required to meet company and client objectives

Key Skills

- Web design coding HTML, Bootstrap and CSS are core requirements
- A basic knowledge of JavaScript and experience within email development and builds would be advantageous
- Photoshop experience
- Eye for design/content layout
- Experience in publishing websites and content editing
- Interest in analytics and driving results
- Ability to work on your own initiative and proactively keep up to date with content trends

This role would be ideally suited for a graduate or someone with a background in creative Media Production & Technology, Graphic Media & Design, Digital Media or Computing, IT & Design training. Salary would be dependent on experience.