

Job Description	
Job Title:	Digital Content Writer
Location:	Blackpool Head Office
Reports to:	Marketing Manager
Responsible for:	N/A
Job Purpose:	
<p>To identify topics, create content and store business information to be used by FSB members and potential members in order to improve retention and acquisition of members.</p>	
Key Areas of Accountability	
<ul style="list-style-type: none"> • Curating a list of questions which may be asked by members about FSB membership and benefits and creating and maintaining the answers for these. • Identifying topics searched for by small businesses by using web and SEO tools and creating the most appropriate answer to these topic questions using a knowledge of FSB policy, an analysis of other articles on the topic which are ranking online and identifying the best resources already available. • Placing all content into a web content management system in a way that it can be used by the contact centre, small businesses and robots and crawlers. • Defining the intent relating to each content set to create appropriate refining questions and deliver the most relevant answer. • Creating, editing, proofreading and optimising content. • Using analytical tools to measure and evaluate content • Working closely with the Marketing team, Contact Centre and Policy teams in London and the Devolved Nations. 	
<p>To undertake other duties relevant to the Department's activities commensurate with the level of the post and as directed by the line manager.</p>	

Person Specification		
Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> GCSE (or equivalent) English Grade C or above 	
Experience	<ul style="list-style-type: none"> Proven experience as a B2B content manager or digital writer Solid practical experience in copy writing and editing Hands on experience updating websites through a CMS 	
Knowledge	<ul style="list-style-type: none"> Understanding of what makes good online content, user experience and how to target different audiences and their intent Thorough understanding of SEO and how Google and other search engines operate Knowledge of SEO tools such as SEMrush and Moz 	
Skills	<ul style="list-style-type: none"> Exceptional writing and research skills enabling the creation of engaging and authoritative articles The ability to understand the complex and simplify it into plain English Excellent time-management skills and the ability to thrive in a fast pace environment. Excellent attention to detail, communication and organisational skills 	
Specific requirements	<ul style="list-style-type: none"> A passion for the curation of relevant, up to date content Good business acumen and an inquisitive commercially focused innovative mindset. 	