



## Senior Content Writer

After experiencing remarkable expansion in the last two years, we are now gearing up for an exhilarating chapter of growth. We are on the hunt for a seasoned and self-driven Content Writer to become a vital part of our dynamic marketing team, contributing to establishing our presence as a trusted authority in the baby and nursery space.

As the Senior Content Writer, your role will include crafting compelling written content and overseeing the performance of a brand new content domain. You will play a crucial role in bringing our unique tone of voice to life, ensuring a consistent and engaging experience across all customer interactions. Reporting directly to the Marketing Manager, this position will also involve close collaboration with other teams to stay abreast of trends and create responsive content. Join us on this exciting journey of development!

### Salary/Working Hours

- Get ready for a full-time, permanent, office-based adventure! While we totally get the need for flexibility where possible, there is nothing like having our fantastic team in the office to spark creativity, bounce around ideas, boost team spirit and meet those business needs.
- Unleash your potential during our work hours: 8:30am to 5:00pm from Monday to Thursday and 8:30am to 4:30pm on Fridays!
- We offer a competitive salary ranging from £35k to £40k dependent on your experience (DOE) and look forward to exploring and discussing this with you during the interview process.

### Objectives

- **Grow Online4baby's Credibility:** Enhance our reputation in the baby and nursery space by producing authoritative and engaging content.
- **Launch and Manage New Content Hub:** Play a key role in launching a hub offering expert help and advice, overseeing the content plan from initial planning to final delivery.
- **Optimise for SEO:** Develop content with a robust understanding of SEO principles to ensure high visibility and search ranking, driving incremental traffic for core categories and product.
- **Champion Brand Tone of Voice:** You will be responsible for ensuring all written comms match our brand tone of voice, working collaboratively across departments to support with the development of copy for touchpoints including triggered-customer service emails and copy for marketing channels. You will also lead the creation of product copy for our own-brand products.

### Role Responsibilities

- Developing and executing a comprehensive content strategy aligned with our brand values and objectives, using keyword research to highlight opportunities. Collaborating with industry experts to create credible and informative content.
- Producing a wide range of content types including articles, blog posts, guides, and how-to's focused on baby and early years care, using SEO tools and strategies to optimise content and increase organic reach. Regularly analysing content performance metrics and adjusting strategies accordingly.
- Turning your hand to different kinds of copy, from snappy microcopy for a new product, or a 1,000-word guide. Versatility is therefore essential as you will support multiple outputs across the team.
- Managing the content calendar, ensuring timely publication of high-quality material via our PIM (Contentful). Utilising automation tools for efficient content management and distribution.





- Proactively identifying content opportunities and independently initiate projects, taking ownership from conception to execution without the need for constant guidance.
- Demonstrating the ability to effectively prioritise and manage a diverse workload, balancing various projects with minimal oversight.
- Carrying out rigorous self-editing and quality control processes to ensure the highest standard of content accuracy and consistency, acting as the final checkpoint before publication.

## Experience & Skills

- Highly creative with exceptional grammar and spelling and top-level proofreading skills.
- Experience being responsible for the creation of the content calendar, managing stakeholder expectations to a senior level, and delivering projects on time.
- Experience with content management systems and automation tools (advantageous if this includes Contentful).
- Ability to work independently and manage multiple projects simultaneously.
- Excellent judge of audience and tone, with ability to craft content across multiple touchpoints for different purposes.
- Strong research skills and attention to detail.
- Experience working with tools for keyword research, including SEMRush or Google Keyword Planner, is essential.
- Bachelor's degree in Marketing, English, Journalism, or related field is preferred.
- Experience in the baby and nursery industry is also preferred.

## Who Are We?

A dedicated e-commerce retailer, specialising in an extensive selection of nursery products and boasting over 30 years of industry expertise. Having delighted over 1 million customers, we maintain an exceptional service record, reflected in our "Excellent" TrustPilot ratings. Our commitment lies in offering top-quality baby products at the most competitive prices. As recipients of various awards, we proudly feature an extensive inventory of products from renowned brands such as Joie, Mamas & Papas, Cybex, Puggle, Chicco, and Ickle Bubba, among others.

## Why Work Here?

Our team has undergone remarkable expansion, doubling in size as we continue to experience phenomenal growth. There are no indications of slowing down anytime soon, making this an exciting time to become a part of our team.

## Where Are We?

Close to Junction 22 of the Manchester orbital route of the M60 and the A62, which is the main road from Manchester to Oldham. The nearest tram/train stations are Hollinwood and Moston. We are in a convenient and desirable location for people commuting to work from surrounding areas.

## What Do We Offer?

We know as a company how much our employees contribute to the success of our business, after all we would not be where we are without them. To show our appreciation we offer company benefits along with extensive progression opportunities.





- Free parking.
- Staff discount.
- Friendly, team orientated environment.
- Extensive progression opportunities.
- Genuine responsibility from day one.
- Exciting and fast-paced working environment.
- Social events.
- Sick pay scheme.
- Generous holiday allowance.
- Pension.
- An additional day off to celebrate your birthday.

We have a creative and energetic workplace where no 2 days are the same. A fast-paced culture where ideas are listened to, and every team member is encouraged to be the best they can be.

## Sound like the kind of role you are looking for?

If so, please click to apply or send a copy of your CV and covering letter to:

- [jobs@online4baby.com](mailto:jobs@online4baby.com)

**\*PLEASE SUBMIT YOUR PORTFOLIO/SAMPLE WRITING WHEN APPLYING FOR THE ROLE\***

*As an equal opportunities' employer, we value diversity and welcome applicants from all sections of the community. Please note that due to the high volume of applications we receive we are unable to give feedback to candidates at initial application stage.*

**\* STRICTLY NO AGENCIES \***

