

Job Vacancy

Content Lead – Maternity Cover

About Us:

At Advanced, we're passionate about delivering fire protection peace of mind. Dedicated to our purpose of creating a safer future, we continually invest in developing new partnerships and technologies. This approach ensures our solutions are trusted to protect people and property in more than 80 countries.

We're a dedicated and highly motivated team, and in each specialist area of our business we employ talented individuals with a shared enthusiasm for, and commitment to, delivering truly excellent results.

About the Job:

We're currently looking for a Content Lead on a fixed term contract to join our small, successful marketing team. In this role, you'll be responsible for creating regular, clear, accurate and engaging communications to help further strengthen the Advanced brand and reputation across a wide range of channels and stakeholder groups.

The role requires an inquisitive, persistent approach, great planning and excellent writing skills as well as the ability to work both collaboratively and individually, and to tight deadlines. You will enjoy distilling complex information into clear, compelling copy and be comfortable working across a range of traditional and digital media. Experience of briefing and managing projects through design and film agencies is desirable.

The main responsibilities will be:

- Managing a monthly programme of UK and international case studies, testimonials and features showcasing Advanced solutions.
- Regular advertising of Advanced solutions across a range of traditional and digital media in line with current campaigns.
- Developing regular film content that helps to effectively communicate Advanced's purpose, solutions and benefits to a variety of audiences/in line with current campaigns.
- Providing regular, high-quality posts and creative content for use across relevant social media platforms, in line with current campaigns and to support recruitment drives and employer brand development.

- Maintenance and development of the Advanced website, ensuring it remains accurate and effective at all times.
- Providing support for other aspects of the marketing function, as required.

About you:

To succeed in this role, you will be based in the NE of England, have a strong creative mind, be highly collaborative and genuinely enthusiastic about what you do. You will also have a degree-level qualification or equivalent, with proof of significant relevant experience in a media/content role where excellent writing skills were essential.

If all the above gets you excited about your next role and you want to know more, please send your CV to hr@advancedco.com.