

NCC Group

Job Spec: Content Strategy Consultant

Details:

Location: Leatherhead

Division: Web Performance

Team: Professional Services

Reports to: Professional Services Manager

The role:

We are seeking an experienced content coordinator to join our Professional Services team to produce industry leading content for consumption by customers, prospects and the industry in which we operate.

Activities and responsibilities:

Product Marketing and Content Generation: *Introducing our services and engaging a wider audience.*

- Creation of compelling (SEO friendly) content, articles, guest posts, product descriptions, blog posts, snippets, white papers, guides and other content to promote our credibility & expertise.
- Feed marketing & PR campaigns including social media support as required by the marketing team.
- Contribute engaging and informative content to promote our community site.
- Promote, organise and attend our own and industry events, deliver presentations and fill speaking slots.
- Provide copywriting and review support for group collateral and publications, as required.

Web Performance Evangelism: *Exemplify NCC Group's web performance expertise.*

- Promote web performance to customers, the industry and colleagues.
- Participate in and contribute to the web performance community through user groups, events and contributions to NCC Group's content programme.
- Maintain and develop an understanding of web performance techniques, technologies, trends and solutions.

The person:

Experience:

- Strong experience in technical copywriting with excellent communication skills, both written and verbal.
- Excellent creative writing skills.
- Organised and efficient planner with a proven ability to multi-task.
- Understanding of the commercial and technical operation of web and ecommerce businesses.
- Understanding of web development and hosting. Direct experience of these activities is desirable but not expected.
- Some understanding of web performance techniques and technologies, including some knowledge or experience of performance monitoring, load testing, performance analysis or web acceleration would be an advantage.

Qualities:

- Excellent interpersonal and verbal and written communication skills.



- Enthusiasm for the web, web technologies and web performance.
- The confidence to perform in a customer facing role and the desire to deliver excellent solutions and service to customers.
- A proactive and energetic person with a desire to contribute collaboratively to the development of the team and the company.

About NCC Group

NCC Group is a leading global information assurance firm, providing freedom from doubt that all critical material is available, protected, and operating as it should be at all times. Information assurance is delivered through escrow and verification, security testing, audit and compliance, software testing and web performance services.

