GROUP CONTENT SPECIALIST - 6 MONTH CONTRACT WITH VIEW TO PERMANENCY

**Initial 6 month contract - with view to transition to full time permanent role.**

Oceanmax International Limited is an environmentally aware business in the marine industry dedicated to discovering and developing high performance products that make marine craft more efficient to run & economical to maintain.

Oceanmax's flagship product is Propspeed, an industry leading environmental foul release coating system.

This business is a phenomenal success story managed and operated by a team of passionate, effervescent, highly intellectual superstars. Would you like to be a part of this success ?

**Overview of this winning position.**

You have a winning combination of a marketing and publishing mindset and a real passion for the marine industry.

You think like a journalist (retaining an outsider's perspective) with a "nose" for a story and you lead the development of content initiatives in all forms to drive new and current business.

You are the epitome of a great story teller, empathetic toward the pain points of the customer, using words, images, or audio, and understanding how to create content that draws in an audience irrespective of industry.

You are an exceptional communicator and educator, intuitively understanding what the audience needs to know and how they want to receive that information.

 Your flexibility, adaptability and versatility enable you to juggle multiple priorities and build long lasting strong stakeholder relationships. You partner well.

*Please note - Initially your responsibilities will be to Oceanmax  but once you have settled in and are on your way, your role will expand to manage content initiatives across our group of exciting companies. A full Job description will be provided to short listed candidates.*

**Key responsibilities**

* You are accountable for all content marketing initiatives to drive traffic, engagement, leads & positive customer behaviour that deliver sales and customer retention.
* You collaborate across functions and business entities to deliver an effective content marketing strategy and editorial plan to meet business objectives.
* You oversee all marketing content initiatives, both internal and external.
* Supports Digital Marketing Management
* Supports Marketing & Communications Management
* Raises the company profile by bringing the real stories behind the success, to life

**What success looks like**

* Success is measured around lifetime customer value, customer satisfaction, retention and by bringing the business to the forefront in its industry.
* Continual improvement of customer nurturing through storytelling.
* Increase in new prospects through the consistent development and deployment of content relevant to each persona group.
* Positive brand recognition and consistency across chosen published channels.
* An increase in defined customer engagement metrics (measured by users taking the desired action i.e. conversions, subscriptions, purchases, etc.).
* Evidence of up-sell/cross-sell opportunities through content analysis

**Your top Qualities**

* Social DNA (it's in your blood).
* You are an arbiter of best practices in grammar, messaging & writing style
* You get it – relevant, inspiring content that our customers want
* You know where and when to share information (right channels).
* Excellent negotiator and mediator.
* You are an exceptional people person
* Great powers of persuasion and presentation
* Genuine unbridled passion for the marine industry