Overview of position:

We are recruiting for a bright, innovative and articulate Digital Content Manager to build and maintain community engagement strategies for the RiskMinds Conference Series. The successful candidate will report to the Head of Audience and Engagement, however, the person will need to collaborate with the business heads and individual production, marketing and sponsorship staff, so strong interpersonal skills and professional conduct are important.

With innovation and creativity at front of mind, the ideal candidate will have the initiative to identify content gaps and potential strategies to build engagement among the digital communities. Key to success in this role is the ability to delve deep into the subject matter to develop intelligent and interactive content strategies that focus on engaging our expert audiences.

In addition to developing and managing broader content strategies, the digital content manager will also be involved in managing content elements for each individual event. Part of this role will include coordinating media coverage of our events, ranging from filming schedules, coordinating interviews, and managing live social media updates. For certain events, this work will need to be performed on-site.

Task-based Responsibilities:

- Create and maintain the content marketing strategy across multiple events within the RiskMinds portfolio
- Maintain, curate and create blogs and videos
- Establish a network of industry based bloggers, experts and thought leaders to regularly contribute content
- Engage, research and build communities for corporate social media accounts, including LinkedIn, Twitter, Facebook, YouTube.
- Maintain dashboard tracking success of various campaigns and adopt a data-driven mindset towards audience building campaigns
- Work closely with campaign marketing team to ensure seamless integration of social media marketing plans in overall marketing programme
- Work closely with product team to understand how to leverage at-event content for digital audiences
- Co-ordinate digital strategy and social media coverage of our events, from organising filming schedules, interviews, live Twitter updates, and publication of videos on YouTube and photos on Flickr
The successful candidate will be expected to go the extra mile to create and develop overarching content themes and strategies. This includes:

- Think innovatively to develop, implement and create content strategies and produce different types of content.
- Delve deep into the subject matter to understand the knowledge requirements and interests of the audience.
- Build and maintain key relationships with internal (conference producers, sales team, marketing) and external (speakers, sponsors, media partners, bloggers, industry influencers & experts) to produce in-depth and engaging content.
- Create and implement content schedules and regularly introduce new ideas for content formats.

Requirements:

- Must be eligible to work in the UK.
- Valid passport (international travel required)
- Bachelor’s level education or equivalent, specialisation in digital media, journalism, or communications advantageous (but not a requirement)
- Strong writing skills and attention to detail.
- Strong digital literacy, including solid understanding of HTML.
- Strong understanding of digital engagement best practices.
- Strong understanding of the use of various social platforms for B2B engagement, including LinkedIn, Twitter, YouTube, Facebook and blogs.
- Strong understanding of SEO best practice.
- Demonstrable experience in the commercial applications of social media, particularly development and engagement of online communities.
- Ability to apply creativity and innovative ideas in an established commercial setting.
- Confident, friendly manner and ability to work well within a close-knit team as well as autonomously.
- Strong communication skills, online and in person.
- Must be self-motivated and able to handle multiple projects - often under pressure.
- Excellent verbal, presentation and listening skills.
- Experience of standard Microsoft Office packages; Word, Excel and PowerPoint.

Desirable (not essential):


The Company:

The Finance Division of Informa KNect365 (part of Informa Plc), comprises a team of dedicated sector experts specialising in providing cutting-edge, strategic and impartial information to top-level business executives all over the world. The company operates across a diverse range of industries and markets including: FinTech, Derivatives, Risk Management and Capital Markets; Investment; Strategy & Marketing; Corporate & Project Finance & Energy.

Originally known as ICBI, KNect365 Finance has been producing flagship events since 1993 which now figure among the premier think tanks within the respective industries which they serve. In addition, Informa Finance has painstakingly developed an unparalleled portfolio of market driven conferences; reports; seminars; practical workshops; master classes; briefings; summits; and discussion roundtables all of which deliver timely and industry critical information.
Internal applicants must inform their line manager if they wish to apply for this role.

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http://www.informa.com/Corporate-responsibility/