

Digital marketing and content manager

Location: Central Oxford

Reports to: Director of editorial

Salary: £30k – £34k

Type: Permanent/full-time



Oxford-based **Fast Track** is looking for an experienced B2B digital marketing and content manager

The role would suit a self-motivated and professional individual with at least **three** years' relevant experience – which should include managing company websites and social media campaigns.

Our digital marketing activity aims to promote Fast Track, particularly to attract potential sponsors. It also aims to grow engagement with companies that feature in our research and blue-chip firms that sponsor our programmes.

The role needs to be office-based, and therefore would suit someone based in or near Oxford.

The role and responsibilities

- Manage and improve our daily content output on LinkedIn, ensuring we are using the platform most effectively and growing our high-quality audience, while also supporting our output on Twitter and occasionally Instagram
- Manage our company website, including the publication of our regular news blogs and seven annual league tables, while finding ways to improve it, and liaising with our website agency
- Collaborate with senior management to develop our digital strategy, ensuring it remains aligned with the objectives of our business and draws on industry best practice
- Support content production and digital engagement around our high-profile awards events, which are attended by entrepreneurs from the UK's top-performing private companies
- Be the digital and social media knowledge hub in the business and help the wider team to create appropriate content, and contribute to our culture of continuous improvement
- Help our sponsors leverage their involvement with Fast Track on social media, for instance by creating and executing joint social media projects
- Measure the effectiveness of our digital and social media work using appropriate analytics
- Liaise with our external video production agency

The candidate

- At least three years' experience in B2B digital marketing and content
- Minimum 2:1 degree, ideally in digital marketing, communications or business
- Skilled in using LinkedIn and other social media platforms e.g. Twitter and Instagram, including growing high-quality audiences and using paid campaigns
- Skilled with digital media analytics tools, and able to present relevant findings simply
- Good experience working on company websites, and with WordPress, Premiere Pro, PhotoShop, InDesign and some HTML
- Excellent proof-reading, editing and writing skills, with meticulous attention to detail
- Able to film and edit short video interviews
- Strong interest in business and entrepreneurs
- Attracted to working in Oxford for a small, entrepreneurial company
- Able to balance a varied work-load in a friendly and informal, but at times high-pressured, environment
- Able to understand the relevance and limitations of B2B social media to Fast Track

Our company

Fast Track, based in central Oxford, researches and produces seven annual league tables of the UK's best performing private companies, from the fastest-growing to the biggest. We publish them with **The Sunday Times** and we are supported by blue-chip sponsors such as Virgin (Sir Richard Branson is a personal supporter), Barclays, BDO, HSBC, Lloyds Bank, Santander, Oracle NetSuite, UBS Wealth Management, Hiscox, PwC and DHL Express.

We annually host c30 highly-regarded invitation-only awards events and networking alumni dinners for the entrepreneurs and directors whose companies feature on our league tables. An important part of the role is helping to maintain and grow engagement with our alumni community of around 15,000 entrepreneurs and directors, and also our all-important sponsors, via our website and social media platforms.

Our sole source of revenue is from our blue-chip sponsors, who use their sponsorship to raise their profile among the successful private companies in our network, and to meet and win new business from the hard-to-reach entrepreneurs and directors at our events, and through company visits which we organise for them.

The successful candidate will work as part of our small editorial team, which includes experienced journalists and communications professionals. She or he will work at up to nine of our evening events per year, most of which are in London (transport to and from Oxford is provided, and no overnight stays in London are required).

Fast Track has c30 staff and freelancers based in its office, and is led by CEO Hamish Stevenson who founded the company in 1997.

How to apply

Please email jobs@fasttrack.co.uk with a one-page application letter, including your current and expected remuneration, notice period, and where you saw the vacancy, and include a copy of your CV.

For further info, contact John Elliott or Lizzie Ritz on **01865 297100**.

The recruitment process

- *Online assessment:* selected candidates will be asked to complete a one-hour online exercise
- *Interviews:* due to Coronavirus, we will be holding interviews via Skype or Zoom, please allow up to one and a half hours