



Job Details:

Title: Digital Content Executive

Location: Eastpoint, Dublin

Duration: Maternity Cover Contract

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

Working with the wider online team, internal stakeholders, and external agencies you will be responsible for creating & delivering brilliant content across the website, supporting all sales and care experiences. In collaboration with social media specialist, demand manager and UX/UI teams your role is to apply the brand voice to all deliverables, using established style and legal guidelines, and ensuring that copy is compelling, results-oriented and factually accurate. The successful candidate must be comfortable in a highly paced digital environment, adept at translating product briefs and business goals into consumer facing content as well as be up to date on digital marketing & content trends. This is a maternity cover contract.

Key Responsibilities & Main Outputs

- Craft the content strategy for storytelling based on business goals (sales & self service targets)
- Use the brand TOV to create content for all sections of the website across sales, care & experience.
- Write compelling and engaging copy based on product specs, competitive research, consumer insights and user experience strategy.
- Assist in concepting advertising or social ideas or executions as needed.
- Manage day to day content optimisation in conjunction with UX teams & media agency to ensure campaign targets are met & customer experience is optimised.
- Perform Keyword Research to optimise existing content and uncover new opportunities.
- Provide recommendations in conjunction with media agency and help execute strategies for content development in line with new campaign deliveries and ongoing improvements.
- Work with UX & web dev team to successful execute & implement new campaigns and sales & care optimisations, set up test & learn programmes and repurpose/edit content as required.

- Liaise with SEO team to ensure that content recommendations are implemented in a timely manner.
- Plan and work with external agencies to execute digital marketing campaigns based on specific customer segmentation via display and search campaigns to the website journeys.
- Responsible for content positioning and messaging, creative copywriting, landing pages creative agency briefing, and signing off with all relevant stakeholders all material related to new website content updates.
- Responsible for self service content updates & improvements from FAQ's content creation through to care content optimisation.
- Track and optimise FAQs, working closely with knowledge base team
- Identify opportunities for continuous improvement to drive self-service interactions with customers and deliver an omni-channel experience
- Work closely with business stakeholders (Online, Sales, Care, Brand/Marketing and Product/Commercial) teams to ensure the digital self-care experience is consistent with Virgin media's overall objectives and strategies.
- Ensure that campaign ad copy, messaging, creative are tested and optimised in accordance with the test and learn programme.
- Track and act on campaign results to continual optimise and improve on existing results.
- Keep pace with content, SEO, ecommerce and digital marketing trends and developments.
- Responsible for running weekly and monthly metric reports on online customer interactions for tracking and trending.

The Person:

- Minimum 3 years copywriting experience or web content experience
- Proven track record in devising & delivering successful content campaigns.
- Experience in search engine optimisation.
- Previous experience in content and creative briefing.
- Ability to plan own work schedule and meet challenging deadlines
- Strong presentation, relationship building and stakeholder management skills and the ability to listen before you act.
- Demonstrable operational understanding, commercial awareness and change management
- Knowledge of AdWords, Google Search Console and Google Analytics platforms.
- Knowledge of Adobe Analytics platform is an advantage.
- Ability to work on own initiative.
- Ability to multi-task and prioritise effectively.
- Effective planning and stakeholder (both internal and external) management skills
- Attention to detail
- Ability to interpret performance data to arrive at optimisation insights.
- Proficient in MS Office (MSWord, Excel, Access, PowerPoint)
- Strong written and verbal communications.

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension, performance related bonus and, of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply jobs@virginmedia.ie

Not your ideal job? Visit our career page to view all of our other open vacancies; <http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.