

Role profile:

# Content Manager



**bruntwood**  
SciTech



# About Bruntwood SciTech

A joint venture between Bruntwood and Legal & General, Bruntwood SciTech is the UK's leading property provider dedicated to the growth of the science and technology sector.

Bruntwood SciTech is creating a network of innovation districts across the country, owning and managing 11 campuses in 7 cities across the UK with locations in; Manchester, Cheshire, Leeds, Liverpool, Birmingham, Cambridge & Glasgow. This network is home to over 500 of the UK's most disruptive science and technology businesses, and will support the creation of over 40,000 high value jobs for the UK economy over the next 10 years.

The Bruntwood, Group is led by one purpose: Creating Thriving Cities. Our deep connection with the cities we work in sets us apart; and for more than forty years, everything we have achieved has been with this purpose in mind.

We create buildings, workspaces, innovation, retail, tech and science facilities that are connected, balanced, sustainable and inclusive. Places people want to live, work and play in.

Buildings and space is just the start of our story - we create thriving cities.

# Shape your World

Everything we do comes down to our five values. In practice, these will mean something unique to every person at Bruntwood, but if you're considering working here, give them some thought. They've been at the heart of our story for over 40 years. Take a look at our video to find out more

We really believe that if you're brilliant to work with, you deserve brilliant things in return - from the big important stuff like up to 8% matched pension, 25 days holiday,

private healthcare, employee share scheme and enhanced maternity and paternity leave.

Through to the "small perks" that help you out with the little things that matter just as much. At Bruntwood we might work hard, but we have the benefits and rewards in place to help you find that balance and enjoy life too.

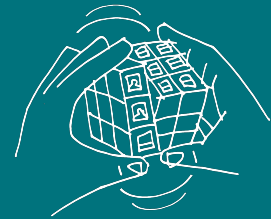
**So, work at Bruntwood  
SciTech and shape your  
world...**



**Dream &  
deliver**



**Never sit on  
the sidelines**



**Be creatively  
commercial**



**Pay attention  
to detail  
(it matters)**



**Be brilliant  
to work with**



# Role Profile

## **The role: Content Manager (12 month contract)** **Salary: £30,000 - £35,000**

Bruntwood SciTech is the UK's leading property provider to the science and technology sector and is creating a network of thriving innovation districts across the UK. With 11 campuses across 7 cities, Bruntwood SciTech is looking for a creative Content Manager to produce and manage content for all owned media channels. The role will support the communication of Bruntwood SciTech's mission, vision, and activity nationally across the UK to businesses in the science and tech sector, city councils, NHS Trusts, and universities.

### What you will do:

- Develop quarterly editorial content strategies that align with short-term and long-term marketing goals and can be adapted across all platforms
- Understand Bruntwood SciTech's target audiences and user journeys to be able to strategically develop content to build brand awareness, acquire new customers and support retaining customers
- Liaise with the company's external digital agencies to create quality SEO thought leadership content covering topics aligned with marketing objectives with internal and external experts
- Produce innovative content for different audiences, channels and formats e.g. long and short form video, graphics, interviews
- Manage the end-to-end creation of all content, including planning, briefing videographers/graphic designers, senior stakeholder contribution and approval, distribution
- Manage changes to the CMS and work with the wider internal and external teams to develop copy and landing page structures that are driven by the UX (user experience) to drive conversions
- Build excellent internal and external relationships with customers, stakeholders and partners to generate interesting content
- Work with the external agency and internal teams to identify key metrics and set relevant KPIs for measuring the success of content and associated ROI
- Develop and implement social media content plans taking best practice for each platform into consideration, built off the quarterly content strategies and wider PR/events calendars
- Maintain and be the guardian for content processes and standards for content creation, curation and distribution across channels
- Regularly evaluate performance across social channels and the website and adapt strategies accordingly
- Research and analyse emerging industry trends to identify new opportunities for Bruntwood SciTech to share its content
- Manage and maintain Bruntwood SciTech's social media policies
- Undertake Line Management responsibility for the Digital Marketing Assistant

A photograph of a man and a woman in a professional setting. The man is on the left, wearing a maroon sweater, looking towards the woman. The woman is on the right, with blonde hair, wearing a black blazer, looking slightly away from the camera. The background is a blurred office with a wall covered in papers and a screen on the left.

# Role Profile

## What we're looking for:

- Experience building editorial content strategies that are aligned with business objectives and distributing it using multiple formats and channels
- An independent worker who can manage the end-to-end management and production of different content, from thought leadership articles to video interviews
- Experience managing senior stakeholders across the business and presenting ideas/feedback
- Highly articulate with an excellent command of written English
- Creative minded with an ability to conceive interesting ideas for new content
- Previous experience working as a content manager or copywriter
- Passion for the science and tech sector
- Experience developing analytic reports to understand performance, we use Emplify/GA - but this is not essential systems knowledge
- Experience managing social media channels including LinkedIn, Twitter and Instagram
- A solid grasp of updated SEO practices and how to implement this for maximum effect
- A thorough approach and attention to detail
- Excellent planning and organisation skills
- Excellent interpersonal and communication skills
- Previous line management experience will be beneficial but not essential
- Willingness to travel

# Benefits of working with us

bruntwood



## Ways of Working

- **Flexible hours** either side of our core business hours of 10am-3pm
- **Agile working** - work up to 40% of your week wherever it suits you or your role



## Holiday

- **25 days holiday** - plus your birthday!
- **Buy & sell** more holidays if needed
- **Sabbatical** of up to 12 months so you can take a career break after five years with us



## Money

- Up to 8% matched **pension scheme**
- **Enhanced maternity & paternity leave** - plus baby bonus!
- **Free colleague share scheme** starting at 5% of your annual salary each year (subject to hitting profit targets set the previous year)
- **Discounts & cashback** at leading retailers
- **Life assurance** / death in service
- **Rewards** for long service



## Health

- **Employee Assistance Programme** - 24/7 access to mental health, legal & financial support, including counselling
- **Free healthcare cash plan** for all colleagues so you can claim back medical expenses like optical, dentist & physiotherapy. We also offer
- **Free private healthcare** cover on an opt-in basis
- **Fitness classes**, free gym spaces & gym discounts
- **Healthy breakfasts** in our offices



## Development

- **24 'Bruntwood Cares'** volunteering hours per year
- **Learning sponsorship**
- **Interest free learning loans** up to £2000 to pursue your passions
- **Mentoring scheme**



## Travel

- **Interest free travel** to work loans
- **Cycle to work** scheme
- **Car park** discounts

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[bruntwood.co.uk/scitech](https://bruntwood.co.uk/scitech)