

**Role Profile**

Content & Engagement Manager - £27,000 - £31,000 doe

Fixed term, 12-month contract

**Reporting to:** Business Development Manager

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| **About the Business Cyber Centre (BCC)**  |
| The Swindon and Wiltshire Local Enterprise Partnership (SWLEP) was awarded £9.7m from the Getting Building Fund, a £900m Central Government (BEIS) fund to deliver jobs, skills and infrastructure across the country. These funds will deliver three key science and innovation projects in the cyber, health and digital technologies sector. The Business Cyber Centre will be delivered by SWLEP and we are looking to recruit an ambitious and experienced Content and Engagement Manager to help us establish, mobilise and grow the centre, building on local and national stakeholders already engaged.The BCC will be a triple helix partnership of public, academic and industry in a centre of excellence in Chippenham (Wiltshire) focused on developing solutions for businesses of all sizes in the cyber security market. The BCC will be business-led and designed to meet the cyber-security requirements of UK and international businesses and have three distinct elements: * Cyber skills academy:an accessible knowledge base available to businesses on the campus. Skilled staff will offer ready assistance and training to employees and students.
* Cyber accelerator:this facility will help emerging firms develop by providing targeted business support alongside office space.
* Cyber Emergency Response Team: anew, commercially run unit to advise on cyber related threat and risk assessments to UK companies, identifying gaps in security and operational resilience.

These combined elements will provide a broad base of capability to support the growth of start-up cyber companies and bring new security products to the market, while providing skills development to narrow the UK cyber skills gap.

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| Job Description: Content & Engagement Manager**Purpose:**The Content & Engagement Manager will create and deploy quality and effective strategies and campaigns, articles, and other content for the Business Cyber Centre (BCC) for use across multiple platforms, including social media, targeting a variety of audiences. They will proactively identify opportunities for engaging the community at the BCC as well as those accessing services and events remotely. They will work to the Business Development Manager and be responsible for an events schedule, including planning, organisation, and support, which include regular regional cyber cluster and member meetings to large corporate events. They will deliver engaging and visually appealing communications, profiling the products and services of the BCC.**Main Duties:*** Creating content strategy for all digital platforms ensuring accuracy
* Creating content in line with strategy for the website and social platforms
* Internal controller of BCC Branding Guidelines, ensuring all team members at all levels adhere to these
* Building and managing our online community and social media channels
* To lead on marketing campaigns across a variety of platforms
* Planning and aiding in the development of new communications strategies
* Analysing and extracting data from CRM for marketing and strategic purposes
* Liaising and engaging with key partners and central Government departments as directed by Business Development Manager
* Taking ownership of, maintaining, and managing content of the BCC website
* Helping drive customer acquisition, engagement, and retention
* Leading in planning and delivery of events at the BCC
* Engaging with stakeholder organisations and often assisting them in their own campaigns
* Aiding with GDPR compliance and best practice

**Key success factors:*** Communications strategy is developed and translated into tactical marketing plans
* Marketing activities are consistent, engaging and recognisable and deliver tangible business results, contributing to the BCC establishing a strong brand reputation in the community and more widely in our field, as well as driving uptake of products and services.
* New website is informative, accurate and up to date
* Cyber Cluster events are well organised and well attended, contributing to an increase in membership.

Person Specification: Content & Engagement Manager**Knowledge, Training and Qualifications:** * Marketing/communications related degree OR professional marketing qualification (such as CIM) at Level 3 or above OR demonstrable knowledge gained through substantial marketing experience
* Knowledge of GDPR requirements relating to marketing communications

**Skills and Experience:*** Creative written communication skills and PR experience, demonstrated by portfolio of published online/press copy and articles, to be submitted alongside covering letter and application
* Experience in managing social media platforms through use of tools such as Hootsuite or similar
* Ability to adapt tone and style to suit a variety of audiences
* Use of CRM platforms such as HubSpot or similar
* Use of Content Management Systems, such as Wordpress
* Experience in designing and delivering business to business marketing campaigns
* Ability to manage time and meet deadlines
* Experience in using graphics packages, such as Adobe or Canva
* Excellent organisation skills
* Experience in planning and coordinating business meetings/events
* Able to plan and deliver marketing plans to achieve business objectives
* Comfortable with external presentations in front of large audiences
* Strong attention to detail
* Commercial awareness
* Good level of general IT and numeracy skills

**Behaviour and attitude:*** Adaptability
* Proactive
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About Swindon and Wiltshire Local Enterprise Partnership (SWLEP)

The Swindon and Wiltshire Local Enterprise Partnership is a partnership between Swindon Borough Council, Wiltshire Council, local businesses and SWLEP itself. Our role is to undertake activities that will drive economic growth and job creation.

As part of the UK’s Industrial Strategy, the SWLEP, together with its partners, has created a Local Industrial Strategy which sets out ambitious plans for the future of Wiltshire. It aims to build on the unique features of the area to support the development of the Wiltshire economy over the next ten to fifteen years. It addresses both local challenges and those outlined, in order to improve the productivity/output of Swindon and Wiltshire and ensure that all communities contribute to, and benefit from, higher productivity.