

<b>CONTENTJob Description</b>	
<b>Position</b>	<b>Content Manager</b>
<b>Department</b>	<b>Activation</b>
<b>Reporting to</b>	<b>Head of Creative</b>

### Role overview

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work, loyal team members and long-term clients.

We are seeking a Content Manager to oversee a client who has recently engaged Right Formula.

The successful candidate must have client-facing, sports account management experience, preferably in F1 or motorsport.

Working as part of a small team, the role will include extensive knowledge of ideating, creating and distributing content across owned, earned and paid channels.

The role also includes strategic development, budget control, measurement, evaluation and reporting.

Based in London, this position may require the successful candidate to travel on occasional evenings and weekends. The role requires 3 days per week based in the London office.

### Objectives

- Manage the development and execution of the content strategy as agreed with the client
- Use knowledge and skills to deliver outstanding client servicing
- Build a 'trusted adviser' status directly with the client, building strong relationships and liaising with them on a day-to-day basis
- Ensure retention and growth of the client account

### Key Responsibilities

- Support the development and delivery of the client's content strategy using all available digital platforms to raise awareness of brand sponsorship
- Plan, produce, package and publish the highest standards of video, image and editorial content across the client's digital channels.
- Develop and implement content plans for key F1 races, seasonal marketing moments and reactive news opportunities
- Identify opportunities for innovation and monitor industry trends to ensure the client and stakeholders are familiar with prospective activity
- Monitor and analyse performance metrics and provide reporting against agreed objectives to ensure optimisation of the channels
- Daily liaison and primary interface for client's marketing team, key stakeholders and rights holder
- Create and track budget for all relevant client marketing activities
- Manage and track of all contractual partnership assets

- Manage the design, approval process and documentation of all client collateral with the rights holder
- Creation of regular activation up-date reports, post event reports and end of year evaluation presentations (including financial reporting)
- Manage the delivery of projects to a specific schedule and within the agreed budget
- Develop and pitch fresh and innovative ideas to the client
- Ensure no piece of work is delivered below Right Formula's high standards

### Skills

- Excellent knowledge and understanding of content creation across all social media platforms
- Knowledge and understanding of SEO and ensuring content is expertly presented
- Ability to understand and capitalise on the "news agenda" in order to create relevant content
- Intricate and up-to-date knowledge of social media platforms
- A persuasive and confident approach to developing and delivering branded content
- Strong attention to detail and excellent written and oral communication skills
- A demonstrated understanding of the role sponsorship plays within the marketing mix
- Ability to work independently while delivering high quality work on deadline
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Be hungry for the innovative, without forgetting the practical
- Excellent PowerPoint and Excel skills

### Experience

- A minimum of 5 years' working in a digital content role
- Experience in building and retaining audiences across digital channels
- Experience and proof of best-in-class content creation, working alongside third-party production entities
- First class client servicing
- Proven track record of building and managing budgets
- Creative & passionate about sponsorship, brand experience, technology showcasing