



Job Title: Content Marketing Executive

Department: Marketing

Reporting to: Marketing Communications Manager

Riviera Maritime Media is a fast-paced maritime publisher and event organiser looking for a customer-focussed and enthusiastic Content Marketing Executive to join its busy Marketing department in North London.

With offices in London, Singapore and Perth, Riviera is a global brand actively looking to expand its operations into new international markets. Candidates who can offer their energy and a willingness to learn and contribute will benefit from working in a close-knit team and a friendly, professional office environment with opportunities for progression and development.

Summary of Job Function:

With passion and drive for results, you will be tasked with raising the online profile of Riviera's brands and taking key responsibilities such as:

Key Tasks and Responsibilities:

- Developing and implementing a robust content marketing strategy based on research, benchmarking and audience identification to achieve Company objectives.
- Planning, distributing and reporting on content performance to increase online exposure, data capture, user interactions and sales.
- Manager SEO strategy across all magazine and event titles to maximise traffic and customer data acquisition.
- Implement a back-link development plan based on competitor analysis, using tools such as MOZ to analyse and track.
- Creating analysis reports and KPIs in order to assess strategic impact and overall performance.
- Share content and digital expertise with the broader Marketing and Editorial teams regarding using digital channels effectively.
- Manage companies PPC campaigns on Google, and LinkedIn, measure campaign effectiveness and ROI and develop tactical plans as necessary.
- Work with management to regularly review website content to ensure it is accurate, up-to-date and regularly refreshed.
- Work with content discovery platforms (Taboola, Outbrain etc) to drive traffic.
- Managing the set up, design and content of weekly and monthly email newsletters. A/B and multivariant testing of subject lines and headlines to improve open and click rates. Reporting key metrics to the Editorial team to help identify content focus areas.
- Developing Adestra/CMS automation and integration with the Marketing, Events and Technical teams.
- Working with external design agencies where necessary.
- 'Owning' day to day management of social media channels and campaigns and focusing on the company's key target audiences, notably through Facebook, Twitter, Google+ and LinkedIn.

We are ideally looking for a graduate with a degree in Marketing or Communications or other relevant degree or equivalent with solid related experience. It is essential that you have Content and Social Media Marketing experience gained in either an in-house or agency role. Excellent written and spoken English is absolutely essential for this position, along with experience of generating creative ideas, marketing tactics and high quality copywriting.

Your strong knowledge of social media technologies and platforms in a business environment will be put to the test regularly, as will your knowledge of social networking and

use of online analytics tools to evaluate metrics, ROI, reporting and analysis. A good understanding of SEO best practice is required as well as an excellent knowledge of HTML, experience in the use of Google Webmaster Tools is also essential.

Should you wish to apply for this position please send your CV to careers@rivieramm.com