



Job Title: Content Producer
Department: Marketing Publishing
Report to: Content Editor

About Us

Established in 2003, Media 10 is the most awarded media and Events Company in the UK and have a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well established publications and owns a series of award-winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

What is expected of you

We are looking for a Content Producer for our consumer titles to join our Digital Content team and enrich our websites with new articles, update repurposed articles and marketing copy.

Content Producer responsibilities include conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication. If you're familiar with producing online content and have an eye for detail, we'd like to meet you. Feel free to share samples of your work or portfolio of your published articles, along with your application.

Ultimately, you'll be working to deliver quality writing pieces that appeal to our audiences and boost brand awareness.

- Research industry-related topics (combining online sources, interviews and studies)
- Find newsworthy and breaking news content that resonates with audience
- Makes sure there is a quick turn-around on sourcing, researching and writing engaging content
- Brainstorms and writes viral content and original feature articles
- Plans and updates features from a search engine optimisation perspective
- Develops new avenues of content to increase unique visitor numbers, page views, newsletter subscriptions and community engagement
- Adds content to content management system and to social media schedule
- Writing clear copy to promote the brands across the websites, email and social media to support social media and email manager
- Prepares well-structured drafts using Content Management Systems
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate and gather assets for articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-round consistency (style, fonts, images and tone)

What you are good at

- Proven work experience as a Content Writer, Copywriter or similar digital role
- Have a contact book of PRs from the interiors or design industry
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems (e.g. Joomla, Wordpress)
- Ability to meet deadline