

Grand Designs magazine is looking for a Content Producer. If you want to work for one of the biggest media brands in the UK, this is what you need to know. If you have previous experience in digital content and content marketing, we'd like to meet you. Feel free to share samples of your work or portfolio of your published articles, along with your application.

Media 10

Established in 2003, Media 10 is an award-winning media and events company. Its influential magazines and websites include Good Homes, Grand Designs, Icon and OnOffice. Everyone at Media 10 shares a passion for delivering the very best results, an enthusiasm that has seen the company and its products go from strength to strength over the course of its 19-year history.

The brand

Grand Designs is internationally renowned. It all started with the incredibly successful TV series that has been on our screens for 23 years. The portfolio includes the biannual Grand Designs Live event and a suite of content products. Grand Designs magazine is at the heart of the brand. It offers a compelling mix of inspiration and advice for those building, renovating or improving their own home.

What is expected of you

We are looking for a Content Producer to help the homes interest Digital Content team drive traffic and increase brand awareness. You will predominantly be working on granddesignsmagazine.com, but may occasionally be required to contribute to goodhomesmagazine.com.

Content Producer responsibilities include conducting thorough research on industry-related topics, generating ideas for new content streams, updating evergreen articles, repurposing stories from Grand Designs magazines, working with clients to create strong content marketing campaigns and creating articles to support Grand Designs Live.

Excellent writing and editing skills are essential, along with experience of various CMS (ideally WordPress) and analytics tools including Semrush and Google Analytics. A demonstrable interest in, or experience writing about, architecture, self-build, renovation, decorating and interior design is preferred.

Key duties:

- Research industry-related topics (combining online sources, interviews and studies)
- Quick turn-around on newsworthy content that resonates with our audience
- Source, research and write engaging content
- Plan and update features from an SEO perspective
- Help develop new content streams to increase traffic, newsletter subscriptions and engagement
- Promote content, and the brand, across social media channels
- Help with the building of weekly consumer-interest newsletters
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate and gather assets for articles
- Conduct keyword research and use SEO guidelines to increase web traffic
- Identify gaps in our content and recommend new topics
- Ensure all-round consistency (style, images and tone)

What you are good at:

- Proven 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
- Researching stories using multiple sources
- Proficiency in industry-standard software such as InDesign, Microsoft Office and Photoshop
- Excellent writing and editing skills in English

- Hands-on experience with Content Management Systems (ideally WordPress)
- Ability to meet deadlines