

## POSITION DESCRIPTION

**Position Title:** Content Specialist

**Direct Manager:** Head of Communications

**Budget Responsibility:** Nil

**Direct Reports:** Nil

**Location:** Primary office of relevant region

### WHAT YOU'RE HERE TO ACHIEVE

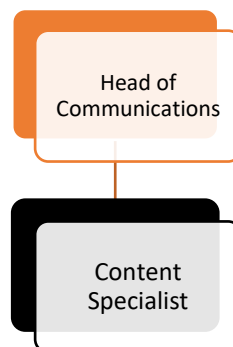
Together with the rest of the Animal Management Marketing & Communications Team, you will be responsible for the coordination and execution of content for Gallagher Animal Management ensuring activity is executed in line with our Global and Regional Marketing strategies.

In this role, you'll primarily focus on supporting external communications projects and marketing automation content requirements. This involves sourcing and writing compelling stories to support our global communications strategy and delivery of marketing content to support the Animal Management digital strategy.

Another significant aspect of your role is digital content optimisation. This includes ensuring the content you develop is fit for purpose and optimized for web and aligns with our digital marketing goals. You will work alongside our Digital Marketing team to prioritize SEO best practice. You will also look for opportunities to leverage the content you create across social media; and work closely with the Communications team to ensure it is fit for purpose.

Relationship management is another critical component, this involves building and maintaining effective internal and external relationships, understanding and delivering to the needs of regional marketers, and promoting cross-functional collaboration. Additionally, you'll act as a trusted advisor on our communications and content strategies and assist in managing relationships with external vendors and partners involved in communications operations.

### WHERE YOU'LL FIT IN #TEAMGALLAGHER



### WHO YOU'LL BE WORKING WITH

<b>Internal Relationships</b>	<b>External Relationships</b>
<ul style="list-style-type: none"><li>• Head of Communications</li><li>• Communications Content Creator (Internal)</li><li>• Digital Marketing Manager</li><li>• Customer Experience Manager</li><li>• Digital Marketing Specialist</li><li>• Heads of Product Solution Marketing</li><li>• Head of Activation</li><li>• Chief Marketing Officer</li><li>• Global Marketing team</li><li>• AM Regional Marketing Leads</li><li>• AM Staff</li></ul>	<ul style="list-style-type: none"><li>• Gallagher Customers</li><li>• Suppliers, Dealers and/or Distributors</li><li>• External Social Media and Service Providers, Advertising and Communications Agencies</li></ul>

WHAT YOU'LL BE DOING	
Key Accountability	Outcomes/ Expectations
<b>Content Production</b>  <i>Effort allocation: 50%</i>	<ul style="list-style-type: none"> <li>• Sourcing and writing engaging external communications for global audiences.</li> <li>• Reach out to and interview relevant AM staff and/or customers to ensure content is well research and relevant to Gallagher audiences.</li> <li>• Supporting the project management and delivery of AM-focused external communications and digital projects.</li> <li>• Participating in planning sessions and providing updates on projects and tasks.</li> <li>• Work with the Digital Marketing team to generate content for marketing automation projects.</li> <li>• Keep up to date with industry trends and issues, consumer preferences, and Gallagher solution offerings.</li> <li>• Identifying opportunities to leverage existing content in new ways.</li> </ul>
<b>Digital Content Optimisation</b>  <i>Effort allocation: 15%</i>	<ul style="list-style-type: none"> <li>• Ensure content is optimised across channels.</li> <li>• Repurposing content for social media in coordination with Communications team.</li> <li>• Assisting in enhancing website performance through effective use of SEO principles.</li> <li>• Support regional marketing teams in effectively leveraging content in their markets.</li> <li>• Staying updated on content optimisation best practice.</li> <li>• Look for new opportunities to reach global audiences through staying up to date on marketing automation trends.</li> </ul>
<b>Relationship Management</b>  <i>Effort allocation: 15%</i>	<ul style="list-style-type: none"> <li>• Building and maintaining effective internal and external relationships.</li> <li>• Understanding and delivering to the needs of AM marketing team.</li> <li>• Acting as a trusted advisor on content writing for external audiences.</li> <li>• Promoting cross-functional collaboration between marketing and digital specialists.</li> <li>• Assist in managing relationships with external vendors, agencies, and communications partners involved in content delivery projects.</li> <li>• Support in evaluating new partnerships, negotiating contracts, and ensuring effective collaboration to achieve business objectives.</li> </ul>
<b>Content &amp; Asset Management</b>  <i>Effort allocation: 10%</i>	<ul style="list-style-type: none"> <li>• Adhere to an existing content management structures and ways of working.</li> <li>• Look for opportunities to improve content management and content process to improve day to day operations.</li> <li>• Effectively use project management software to collaborate with a global team.</li> </ul>

## WHAT YOU'LL BE DOING

Key Accountability	Outcomes/ Expectations
<b>Customer insights</b> <i>Effort allocation: 5%</i>	<ul style="list-style-type: none"> <li>Support communications and digital teams in analysing content delivery and advise based on findings.</li> <li>Assist with content reporting to the wider AM business as needed.</li> </ul>
<b>Continuous Improvement</b> <i>Effort allocation: 5%</i>	<ul style="list-style-type: none"> <li>Apply continuous improvement methodology to enhance communications and digital marketing processes.</li> <li>Streamline workflows, eliminate unnecessary steps, and automate repetitive tasks wherever possible.</li> <li>Utilise and support the team's use of a central AM Global Marketing workflow and monitoring systems.</li> </ul>

Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

## WHAT YOU'LL NEED

### Qualifications and / or Experience

- More than 3+ years' experience in content writing or communications role
- Experience in developing content for marketing automation purposes
- Experience in content strategy and implementation
- Experience in social media content creation

### Skills

- Excellent verbal and written communication skills
- Experience with marketing automation and personalisation
- Strong computer skills with aptitude to learn new applications
- Ability to prioritise, project manage and deliver tasks within tight timeframes
- Can manage multiple demands and cope well under pressure
- Manage internal/external relationships
- Strong aptitude for or ideally background in b2b, technically focused industries
- Skills in videography, photography and experience in the Adobe suite are desired but not essential

# Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

