



TELECOMS CONTENT SPECIALIST

Position in company structure

The majority of CCgroup employees fall within the typical PR agency structure which runs from JAE all the way through to company director (encompassing AE, AM, AD and Ass D). A matrix system is in operation from senior account manager downwards that sees individuals work across our four areas of B2B technology specialism.

The Telecoms Content Specialist role falls slightly outside the account team structure in that the individual could conceivably work across a greater number of client accounts and be specifically and exclusively focused on content production and placement.

The Telecoms Content Specialist will be focused on achieving best-practice in terms of idea and content generation – from basic pitches all the way through to long-form articles, white papers and messaging frameworks, predominantly within the mobile and telecoms specialism, but with potential to support other streams as the need arises.

CCgroup mobile and telecoms stream

CCgroup has specialized in mobile and telecoms for more than 30 years. The stream is headed up by company COO and Head of Telecoms, Paul Nolan and closely supported by Account Director and deputy stream leader, Anais Merlin. Company CEO, Richard Fogg also leads on some mobile and telecoms accounts. We work with a broad range of companies, including network operators, network infrastructure vendors, network services vendors, mobile device processors, embedded software vendors and mobile advertising companies.

We're close to the industry, and the technology developments and evolving market issues that affect our clients and us. We build credible, compelling content to demonstrate that our clients understand and can solve the business and technology challenges that their operator customers face. We work to ensure that content is used across multiple communications channels—digital, media, analyst, events, and industry associations—to build the thought leadership and momentum that delivers commercial success.

Main Job Functions

The content specialist can confidently complete all writing tasks with minimum levels of supervision or copy editing required. These tasks include, but are not exclusive to:

- Media pitches
- Press releases
- Opinion article synopses
- Opinion articles
- Advertorials
- Award entries
- Speaker submissions
- White papers
- Promotional materials (product materials etc.)

- Website copy
- Messaging frameworks

Areas of responsibility

Thought provoking, compelling and engaging content is delivered because of having:

- A deep knowledge of the subject matter on which the content is based (technical and industry knowledge to drive idea generation)
- A clear sense on how to formulate thinking and produce coherent, free-flowing content
- A sound grasp of correct grammar and how to compile logical sentences
- A good understanding of what constitutes news, or hot topics that will generate traction through paid, earned, social and owned media
- An ability to undertake desk research as required to build evidence/context/proof
- An awareness of the appropriate tone of voice and writing style required to ensure content is 'on brand' and 'on message'

Other responsibilities

- Contribute to strategic campaign development
 - Provide creative input and be a resource for brainstorming new, innovative and competitive campaign concepts and social media approaches
 - Contribute to the development of campaign strategy documentation incorporating tactical ideas
 - Develop relationships with knowledge holders – both clients and related specialists
- Management & reporting
 - Ensure activities undertaken are accurately reflected and reported against in client calls and trackers
- Internal skills development and mentoring
 - Provides best-practice teach-ins and on the job training for colleagues

Relevant Experience and Skills – Person Specification

- Experience working with the media, whether as a journalist or pitching stories to the media
- Advanced level grammar, proof reading and editing experience
- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to inform unique and innovative new content
- Able to meet tight deadlines and remain calm under pressure
- A team player, able to integrate oneself across the business
- Developing standards, systems and best practices (both human and technological) for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies

Salary band: £25K - £35K depending on experience



More great stuff about working at CCgroup:

Benefits

- Flexible hours & work from home
- Early & late passes (arrive 3 hours late or leave 3 hours early once a month)
- Annual wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events including Summer and Christmas parties
- 10% bonus based on company performance
- Discretionary bonus
- Contributory pension
- Access to external training
- Quarterly awards • Competitive holiday allowance with additional days off for Christmas
- Your birthday off
- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

To apply, please email Laura: Laura.Kolb@ccgrouppr.com

We can't wait to get to know you!