

ETI JOB DESCRIPTION

Job Title Content Creator
Responsible to Marketing Manager

About ETI

Electronic Temperature Instruments (ETI) Ltd was launched in 1983 and is a UK award-winning manufacturer renowned for its precision digital thermometers and temperature-related instruments. With a focus on accuracy and innovation, ETI caters to various industries such as food service and facilities management, offering reliable solutions for temperature measurement needs.

Marketing Mission Statement

To create strong brand awareness and an outstanding image of the thermometers we manufacture for both commercial and consumer markets through literature, websites, display and digital advertising and cross-channel communications.

About the Role

As a detail-oriented member of the Marketing Team, you will play a key part in educating our audiences on the importance of measurement controls alongside promoting the products that help them to achieve their compliance, quality and creative goals.

Main Interactions

- Internally – Marketing and Sales Teams
- Externally – PR Agency

Key Responsibilities

- **Content Planning:** Manage a content calendar to support planning and schedule social media posts, email campaigns, PR and print materials in advance.
- **Product launches:** Support with the planning and execution to launch new products to market.
- **Email Marketing:** Create, monitor, and report on B2C and B2B email campaigns and automations.
- **Social Media:** Write copy, create graphics, and schedule posts across channels including LinkedIn, TikTok, Meta, and YouTube.
- **Community Management:** Build relationships with our community by replying to comments and messages on all channels.
- **Reviews:** Send, monitor, respond to and report on reviews across different platforms.
- **Copywriting:** Write articles, blogs, case studies, and interviews with a focus on SEO best practices.
- **Website Content:** Help update listings and add new content to Shopify websites.
- **Branding:** Help design on-brand templates for digital marketing campaigns. Create content packs for resellers, affiliates, influencers and retail stores.
- **Asset Creation:** Write clear briefs and work with photographers to get high-quality images and videos for campaigns in our studio or test Kitchen
- **Video Editing:** Edit short, engaging video content for social channels using standard editing software.

- **Research:** Come up with new ideas and turn them into action to drive growth across our channels.
- **Promotion:** Work with internal teams to showcase the skills and experience within the business.

Knowledge & Experience:

- A good knowledge and experience of using Shopify, Mailchimp, Canva, Adobe, AI drafting tools, SEMrush, Jungle Scout, social scheduling tools and social listening tools
- Considerable experience of proofreading and editing
- An understanding of how online stores drive sales per channel
- An interest in food, cooking, science or technology is vital in order to write engaging content about our instruments
- A strong understanding of marketing metrics
- Working with photographers and videographers to create high-quality images and videos
- Using data for A/B testing and refining tactics to improve engagement rates

Training/Skills

- Degree in a relevant field (Marketing, Journalism or Communications) OR at least 3 years working in a similar role within a Marketing department
- Passionate about communications, user behaviour, positioning for profit
- Excellent organisational skills and ability to prioritise a high volume of work and a wide range of tasks.
- Excellent communication skills and the ability to converse with a diverse audience through different media channels.
- Strong attention to deal with excellent proofreading and editing skills
- Ability to switch between B2B and B2C writing styles while maintaining distinct brand voices
- Strategic thinking, collaborative working and able to communicate ideas and data clearly.

Other

- Undertake all duties in accordance with ETI Ltd policies.
- Attend all training when required, to adhere to mandatory regulations, legislation, and best practice.
- Promote the company positively at all times.
- Adhere to all aspects of confidentiality and Data Protection to comply with the law.
- The post holder will be required to undertake such other duties as may be required; therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.
- The organisation reserves the right to update or amend the job description, from time to time, to reflect changes to the role. The post holder will be consulted about any proposed changes.

I confirm that I have read, understood, and accept the duties detailed in this Job Description.

Name	
Signature	
Date	