

Woodmansterne

Vacancy

Content Manager – Watford, Hertfordshire – Full time permanent position

Woodmansterne is the leading publisher and supplier of greeting cards to the very best retailers across the UK. As a third-generation family business started in 1953, we continue to have a reputation for quality, design, innovation and service. From our site in Croxley near Watford, our award-winning studio designs all our products. At our state-of-the-art, environmentally progressive facility in Milton Keynes we house our brand-new production house and run our award-winning category management services into retail. As Woodmansterne grows, we continue to build on our heritage and reputation and invest in our bright people and exciting future.

The company has a vacancy for a Content Manager, reporting to the Head of Marketing.

A very exciting opportunity for someone who has a way with words and an eye for visuals, to bring, creatively and commercially, our brand story to life through engaging content across multiple channels for various audiences.

Key responsibilities:

- Create and maintain the marketing content calendar
- Plan, create, edit and publish engaging content across multiple channels (such as website, social media, trade press, event, sales materials...)
- Maintain brand tone of voice and adapt it for different audiences
- Capture and create engaging day-to-day content for social media, including photography, short-form video and simple graphics that showcase our products, people and customers.
- Build relationships with brand partners, relevant influencers and creators to increase awareness and engagement.
- Draft press releases, editorial features and other PR materials to support the company's communications programme.
- Work closely with the marketing designer, trade campaign manager and studio to ensure content is engaging, consistent and on brand.

Skills & Experience

- Exceptional copywriting, storytelling and communication skills
- Excellent organisational skills, able to plan and publish content on time
- Excellent interpersonal skills, able to build relationships across the business.
- Confident creating social media content (graphics, short-form video) using tools such as Canva, CapCut or similar.
- Confident updating website using CMS and writing SEO / AEO / GEO-optimised content
- Experience briefing creative partners (designers, photographers...)
- Experience within lifestyle consumer good brands or B2B business would be advantageous, making the story feel both creative and commercial.

For a full job description or to apply, please email your CV, examples of your written work and a short statement explaining why you are interested in the role to

louisag@woodmansterne.co.uk.

The application deadline is **16 August**.