



Content Manager

Full Time

Mallorca & Ibiza

Responsible for the timely creation of lifestyle marketing content (emails, blogs, videos, social), this role is the key contact for all content projects and knows how all content creation is progressing at all times. Really interesting and enticing content is central to our marketing and this role is the heart of how it gets produced.

Success in this role looks like:

1. Generating ideas for content and ensuring deadlines of the editorial calendar (created with the Head of Marketing) are met
2. Managing workload of freelancers (writers, designers, editors and videographers) to deliver content to brief and on-time
3. Identifying key on and off-island partnerships to grow our audience

Key 2023 projects: Q1 2024 editorial calendar; this role will also be a key voice in development of and translation of new visual language to existing content.

Responsibilities

1. Content strategy and planning
 - Lead quarterly team-wide content brainstorming sessions, delivering a consolidated plan
 - Develop content plan that support short and long term marketing goals
2. Production team coordination
 - Lead weekly kick-off calls with marketing team (marketing, copy, design, video) ensuring creatives are properly briefed and have clear deadlines
 - Maintain real-time, up-to-date editorial calendar in Airtable
 - Organise logistics of photo and video shoots per editorial calendar
 - Deliver effective feedback to videographers, photographers, designers and copywriters ensuring our content is always engaging, on-brand and of the highest quality
 - Edit, proofread and improve content





3. Social media collaborations
 - Outreach and collaboration with like-minded brands, photographers or “influencers” to grow our audience base

4. Community building
 - Organise select local events throughout the year
 - Outreach and communications to the Deia Artist Gallery community

5. Brand Safety
 - Ensure all content has received appropriate approvals before being released to project owner or channel coordinator
 - Support the evolution of brand lens by ensuring briefs are properly communicated to writers, editors and photo/videographers

About you: Equal parts operational and creative, you’ve got an eye for details like timelines and process, yet you understand what goes into making content *spectacular*. You’re eager to be a part of a growing brand and its evolution, you welcome change and are always looking to improve every piece of content you touch.

This role can be Ibiza or Mallorca-based with the option of home office.

