

Content Manager — UK (Greater Manchester area)

Carrot Rewards is looking for an independent, self-motivated Content Manager, with 3-5 years experience, who has an entrepreneurial spirit to oversee content development in the Greater Manchester area. If a flexible work arrangement is important to you, it's important to us.

With direct report into the Head of Client Programming, this new and exciting position will work collaboratively with the Greater Manchester Health & Social Care Partnership and Public Health England. As a client facing role, we are looking for an individual with demonstrated experience of diplomatically consolidating the opinions from various stakeholders and translating them into engaging, publicly facing Carrot content.

Healthy living is at the core of our business; we would love an applicant who has a balance of passion and demonstrated experience incorporating the scientific importance of health and wellness. You will be developing health programs, so experience in health writing and programming, behavioural science and experimental design, and integrating data into compelling content are key components of this role. Familiarity with national health guidelines and experience working with NHS is preferred, but not mandatory.

The thought of bringing to life strategic direction in unique and engaging ways motivates and inspires you to bring that same excitement to your team. Exemplary attention to detail along with strong writing and editing skills are a given but you're not in this alone. We need a strong leader to oversee a small team of freelancers to ensure: quality control, brand integrity, deadlines are met and ensure the needs and objectives of partners are always top of mind.

- Ensure and insist all brand guidelines are adhered to including tonality
- Write clear and persuasive copy for content, offers, blogs and social media
- Revise, edit, and proofread content as needed or directed by the client
- Support freelancers by reinforcing the urgency of on-time delivery of work and overall quality of execution in line with brand standards
- Oversee the execution of creative content projects
- Make decisions on final copy, final art and finished campaigns and ads
- Ability to communicate effectively, both orally and in writing
- Assist the Director of Client Programming with preparing content development
- People management skills
- Strong leadership and mentoring skills
- Project and time management
- Experience with stakeholder management
- Brand management and innovative marketing techniques
- Problem-solving and multi-tasking
- Prioritize content requirements and deliverable

HOW TO APPLY: If you are interested and meet the criteria specified above, please send a resume and writing sample, preferably related to health and wellness, to careers@carrotinsights.com.