

55 / REDEFINED



There's no denying it, the world is changing. We are living longer, healthier lives than ever before, where success, happiness and possibility have no age limit. Yet, we currently have an outdated approach towards ageing and life after 50 that no longer serves us.

55/Redefined Group is a fast-growing start-up, launched in September 2021, to challenge the status quo. We are a destination for today's vibrant, thrill-seeking, healthy, young-minded, future-focused, on-the-pulse, passionate, fun-loving generation who just happen to be 50 or over. We are passionate about tackling the age diversity challenge and offer a positive voice to represent our audience where they currently feel ignored or misrepresented.

We are now building out the content and marketing team to work across three of our platforms, Life/Redefined, Work/Redefined and Jobs/Redefined.

We offer a broad spectrum of products and services to enable our audience to live the lifestyle they want. We understand one career is never enough so provide a job board and support. We offer ideas for financial and legal solutions because tailored expertise can be a gamechanger. We showcase authentic lifestyle inspiration because our customers appreciate life more and want to do more.

Job Role: Content Manager – DOE £50K – FTE, pro-rated for part-time hours

Job Description: Reporting to the Head of Content, the Content Manager will help to develop and assist in the execution of 55/Redefined's content strategy to engage customers and ensure that they have a positive view of the company to increase brand awareness and ROI.

The daily responsibilities will include using information, such as metrics and statistics about the audiences' demographics and preferences, to create the multimedia content. Therefore, creativity and a proven record of producing effective content for specific audiences to deadline, is a must.

This role is an excellent opportunity for someone who is looking to take the next step in their career and grow with the business. So, if you're dedicated and ambitious, we'd love to hear from you.

We are open to flexible working arrangements for this position.

Responsibilities of the Content Manager:

- Comfortable writing for the over-50s demographic across our content verticals (including finance, retirement planning, lifestyle and more) and in keeping with our to-the-point, informed and witty tone of voice, you will pitch, plan and produce original and highly engaging multi-channel content in line with the schedule to drive awareness, engagement and promote key marketing initiatives.
- Assist in executing the overarching content and communications strategy to build best in-class content into every aspect of the customer journey, to meet long-term and short-term marketing objectives.
- Liaise closely with the marketing, product and sales departments to help govern the 55/Redefined TOV and content strategy to drive brand engagement, advocacy and ROI across all channels.
- Ensure all content produced is on brand, consistent and optimised for search across all channels.
- Some daily management and monitoring of engagement across channels ensuring you engage with the community in our tone of voice; contributing to bi-annual content audits across all content channels to update and optimise; and weekly and monthly reporting on content performance and key learnings across all channels.
- Use social listening tools to identify consumer behaviour and leverage insight, identify trends, channel trends and report back with key learnings and suggestions to optimise accordingly.
- Regularly monitor SEO stats and action changes as required.

Qualifications and Experience Required for the Content Manager:

- Minimum of 1+ years' experience in a similar role.
- University background either studying communications, journalism or marketing.
- Experience working in fast-paced and dynamic digital content and environment.
- Experience producing marketing or commercial content.
- Strong content creation skills in Adobe Photoshop and CMSs
- Experience in SEO and writing content which is optimised for search
- Experience using platforms such as Wordpress, Google Analytics and SEO tools
- Sound experience in data analysis, ROI tracking and reporting to optimise campaigns
- Ability to think conceptually and strategically
- Solid time management coupled with an ability to multi task.
- Outstanding communication skills - written and verbal.
- High attention to detail.
- Good understanding of current digital trends and emerging technologies.

- Ambitious and fun with an aptitude for learning new things.

***To apply for this role, please email our Head of Content, Alexandra O'Brien –
Alexandra.obrien@55redefined.com***