

# JOB DESCRIPTION

**Position:** Content and Brand Partnerships Manager

**Reporting to:** Client Operations Director

**Purpose of the job:** To manage and develop brand partnerships to create exclusive content for our clients’ Cureoscity platforms with a view to increasing active user engagement.

**Objectives:** To build lasting brand partnerships to generate new and exclusive content. To curate and implement cutting edge content strategies for each asset. To ensure service delivery remains at the highest standards at all times.

**Reviews:** Weekly one on one meeting with the Client Operations Director and weekly Cureoscity operations meeting.

**Job Responsibilities**

Responsibilities will include but will not be limited to:

Brand Partnerships and Content management

* Work with onsite teams to curate and implement cutting edge content strategies for each asset
* Create, foster and manage brand partnerships with the intention of generating new and exclusive content for Cureoscity platforms
* Compile annual events and content strategies based on stand out dates and destination placemaking requirements
* Compile, edit and upload copy on each individual portal (where our platforms are on assets where there is no onsite placemaking resource)
* Ensure all live content across platforms is up to date, relevant and of required feature quality
* Source appropriate content for respective individual destinations
* Working in partnership with onsite teams

Project Management and Mobilisations

* Assist Client Operations Director in mobilisation process
* Attend scoping and discovery sessions in order to establish client requirements and future content expectations (with Client Operations Director)
* Create and implement occupier engagement strategies
* Assist with the management of activation/launch plan and event
* Compile suggested content strategy (and implement if required)

Reporting and Meetings

* Meet weekly with Client Operations Director to provide update/ overview of action list
* Compile monthly reports and attend monthly meetings with Clients on app usage and content strategy (live sites)
* Provide regular updates and communications with Brand Partners on engagement and uptake of offers
* Provide regular updates to Director level to ensure that they are fully briefed on all areas of the business
* Help identify ways in which our business can grow through the identification of new leads and opportunities
* To bring innovation to the role with regards to new service enhancements, motivational ideas and captivating content

Communications

* Encourage integration between departments
* Promote a strong team spirit throughout the entire team
* Encourage and develop good lines of communication with all departments and offer any hands-on support where necessary
* To ensure Cureoscity brand compliance with all communications.
* Always be flexible and have a ‘can do attitude’
* Use initiative to find solutions for challenges presented
* Promote and maintain a flexible approach to working hours but be mindful of work life balance.
* Ensure all interactions with clients and employees is in a professional and friendly manner
* Ensure that any relevant information is passed to the appropriate department to ensure continued customer satisfaction

**Skills and Competencies**

* **Attention to detail**

Must have precise attention to detail, especially regarding spelling and grammar

* **Leadership skills**

The ability to effectively lead and influence a team and managers

* **Self-motivation**Highly self-motivated with a strong need for personal achievement and continued development. Has high energy levels and is ambitious.
* **Commercial Awareness**

Able to make intelligent business decisions based on information. Remains up to date with current company and industry and developments. Provides a professional and credible business case to prospects.

* **Results drive/target orientated**

Demonstrates commitment to personal and organisational success. Takes ownership and accepts responsibility for challenging targets. Remains focused on targets and motivated at all times.

* **Communication**Confident and articulate in speech. Has good negotiation and influencing skills to ensure that targets are met. Ensures information is used persuasively to influence others. Communicates effectively at all levels.
* **Resilience**  
  Remains calm and self-controlled under pressure. Reacts well to change and stays positive despite setbacks. Remains motivated and focused in a pressurised environment.
* **Change orientated**

Responds positively to the need for change and adapts behaviour and activities to meet changing demands. Identifies innovative approaches. Is flexible and adaptable.

* **Customer Care**

Highly developed customer service skills and the ability to turn difficult situations round quickly and efficiently.

* **Planning and organisation**

Able to plan and prioritise workload and ensure that deadlines and targets are met.