



**Job Title:** Content Specialist (9 Month Fixed Term Contract)  
**Division:** Strategy & Transformation  
**Location:** Digital Working Model - primarily remote working with option of spending 2 days per week in office location (Dublin/Cavan)  
**Reports to:** WEM Brand Manager

**Job mission:**

Assist in the delivery of content strategy across web, email, documentation, and other communications channels to achieve business objectives.

**Key Tasks & Responsibilities**

- Implement content strategy throughout websites building on existing foundations including Tone of Voice, Brand guidelines, Information Architecture, multi-media, conversion content.
- Devise a web content strategy and calendar that aligns with and delivers the WEM strategy. Create engaging, informative multi-media content. Own and manage the websites which deliver our brand to our customers and intermediaries.
- Write, review, edit and approve content as required across all Liberty assets.
- Ensure all content published on Liberty assets meets our values, brand guidelines, regulatory and customer fairness needs.
- Make content updates and create new pages in CMS, and review and optimise processes around content requests, development, and website updates.
- Make document updates and create new documents as required, and review and optimise processes around document requests, development, and updates.
- Recommend and manage implementation of changes to website Information Architecture based on optimal CX.
- Research, review and onboard new vendor, agencies and tools as required for website optimisation.
- Identify bugs and issues impeding the customer journey through the website.
- Regularly analyse and report on website and communication performance.
- Work across the marketing teams to develop and execute the communications roadmap.
- Support the Brand team as required in all brand campaigns, ensuring integrated marketing communications across media.
- Support Traditional Distribution sales team to coordinate and deliver marketing content related to events campaigns and other initiatives.
- Create content for campaigns, events, engagement actions and communications plans, ensuring process efficiency and effectiveness.
- Work collaboratively with our internal partners (Analytics, Digital, Brand, Sales, Call Centre, Telemarketing, IT teams, etc.), to ensure campaigns and events are implemented.
- Brief and manage external marketing vendors, and technology partners to ensure optimal content for campaigns and events.
- Bring SEO best practice into the web structure and content.
- Control assigned budget.

**Our values**

**Keep it Simple**  
Be clear and transparent

**Make things better**  
Be proactive and challenge the status quo

**Put people first**  
Act with empathy, dignity and respect

**Be open**  
Engage with all people and possibilities

**Act responsibly**  
Do what's right and follow through





## Qualifications

- Business-related 3rd level qualification ideally in a Marketing discipline or equivalent relevant experience.
- Demonstrable experience in content management and a passion for digital innovation and consumer marketing.

## Knowledge & Experience

- 1-2 years' experience in a similar marketing role.
- Keep up to date on marketing trends and have good understanding of marketing principles.
- Knowledge and understanding of insurance sector and regulatory environment are an advantage.
- Strong personal organisation and project management abilities.
- Excellent communication skills.
- Experience in content management development and implementation across copy, design, and multi-media.
- Knowledge of SEO and experience in implementing best practice SEO as part of a content strategy.
- Proficiency in MS Office products (Word, Excel, PowerPoint).

## Competencies

- Ability to work individually or as part of a team.
- Strong influencing and negotiation skills.
- Problem solving.
- Flexible approach with ability to work on own initiative and with strong focus on delivery and quality.
- Comfortable with a tight delivery schedule.

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## Our values

