**About the role**

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| **Role**Senior Content Marketing Executive | **Location and hours**Bristol35 hours Three days in the office  |
| **Band**Senior Specialist |  |
| **What you’ll be doing**As a Senior Content Marketing Executive, you play a critical role in the shaping of the voice and impact of mfldirect.The Content Team focuses on 3 key areas of activity: Proposition, Growth and CX, and the Senior Content Marketing Executive plays a critical role in shaping the voice an impact of mfldirect across all these areas.* **Proposition**In our ongoing journey of developing a market-leading remarketing proposition that supports net premium, you are the tone of voice guardian, developing and managing it as it evolves, and ensuring all creative outcomes follow them.As well as supporting the development of our product and service propositions - including EVs and new entrants to the market - you’ll help build out our position and equity in the used car market and wider automotive industry, expressing our voice in the wider market**.**
* **Growth**

You’ll play a key part in delivering on our marketing strategy which focuses on growing our overall customer base and developing our existing customer engagement.* **CX**

You will work with the UX team and Product team to deliver, straightforward experiences that simplify the selling and buying of our cars and drive long term loyalty through the creation of content with a focus on optimising the user’s experience on our websites**.** |
| **Main Responsibilities** * You’ll take ownership of our thought leadership content — developing a deep understanding of the automotive and used car market and using your journalistic instincts to spot stories, surface insights, and turn complex data into compelling narratives. Working closely with MI, Insight, and Customer Experience teams, you’ll develop and deliver *The Edge* insights, ensuring our content cuts through with clarity and authority.
* You’ll bring our brand tone of voice to life — from long-form editorial to sharp social copy, you’ll commission, edit, and create original content that captures our personality and powers our digital and social campaigns, driving growth, engagement, and customer acquisition.
* You’ll drive and evolve our content strategy across channels — refining our content mix, expanding into new formats, and setting high editorial standards. You’ll work with the wider team to ensure every article, post, or video delivers maximum impact and aligns with our strategic goals.
* You’ll be capable of running integrated campaigns when required — working with stakeholders to shape briefs, manage timelines, and oversee delivery of content and assets (including video and digital) that bring our products and services to life and drive engagement from customers and prospects.
* You’ll support divisional and product goals — collaborating across the business to create content that underpins Defleet Product objectives and drives digital acquisition in target groups. You’ll make sure our storytelling always ladders back to business priorities.
* You’ll play a part in our events and networking activity — supporting colleagues to shape strategy, define goals and metrics, and help ensure outcomes are delivered and measured effectively.
* You’ll champion innovation in content creation — leading the adoption of AI-driven tools, including the development and roll-out of the mfldirect brand GPT, ensuring it helps us deliver high volumes of consistent, on-brand content efficiently.
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| **Minimum criteria*** You’ll have extensive B2B marketing and content experience — with a proven track record in campaign creation and delivery, translating brand values into powerful stories, managing BAU activity, and testing new ideas and approaches that grow a brand’s footprint in the market.
* You’re a natural storyteller who really enjoys writing and creating content audiences love. You have a creative eye for all things copy and you can turn concepts and data into compelling activations, using a wide range of storytelling mediums to drive results.
* You are a strategic creative thinker, who delights in coming up with concepts and campaigns that deliver on KPI. You are all about the big picture, but you really care about the minute details too and are happy to take a hands-on approach to delivering our multiple fast-moving projects with ease.
* You’re commercially focussed, never losing sight of our purpose and goals and ensuring our content the plans that have been laid out to achieve our financial targets get completed.
* Curiosity and collaboration — resourceful and solutions-driven, you use initiative to overcome obstacles and enjoy working across teams to deliver the best possible outcome.
* You’ve exceptional stakeholder and relationship management skills and are a true team player that loves building relationships and driving collaboration to produce best-in-class work.
* You are comfortable working in a fast-paced environment, making decisions and acting on your own initiative, adapting to change and new challenges as needed.
* You are highly organised — able to manage multiple priorities, deadlines, and projects while maintaining high standards.

**Essential:*** Demonstrable experience in content marketing with excellent writing and storytelling skills
* Background in copywriting or journalism, with strong editorial judgement
* Experience in using AI tools for content creation.

**Who you’ll be working with*** The Content team is all about words, pictures and moving pictures that interest, engage and drive action. Whether it’s working with our product teams to deliver outstanding online experiences, collaborating with our customer engagement teams to drive buying behaviours, or worldbuilding our brand and presence in the wider market, it’s our job to deliver the best content and campaigns possible.
* We are part of the Vehicle Remarketing Digital Solutions Team, a large team of professionals with skillsets across Product Management, Development, Business Delivery, User Experience, Marketing & Communications, Analysis & Performance measurement.
* Together we collaborate with our colleagues across Vehicle Remarketing, other key stakeholders across the business and various partner agencies to deliver projects, products and services that deliver the best possible customer experience, along with content and campaigns that drive engagement with mfldirect and our supporting offerings.
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| **We’re Motability Operations** |
| **About us**We’re the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers’ mobility in a fast-changing world. We’re the UK’s largest car leasing company and we help over 750,000 people get on the road.We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs. |
| **What we do**We lease a wide range of tailored mobility solutions to people who receive of one of the Government’s qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10. |
| **How we work**We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](https://www.motabilityoperations.co.uk/careers/) to find out more.We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.**Our beliefs and values**We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.Our values are at the heart of everything we do:* We believe no one should be left behind à We find solutions
* We believe we must take the lead à We drive change
* We believe everything starts with the customer à We care
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| **What we can offer you**

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|  | **Pay**: competitive salary, with a yearly discretionary bonus, based on your performance |
|  | **Holiday**: 28 days, and you can buy and sell days |
|  | **Pension**: 15% non-contributory pension (9% during probation) |
|  | **Health and wellbeing**: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you ~~a~~ peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme |
|  | **Development**: A library of internal training on our myLearn platform |
|  | **Family friendly**: We have competitive family leave policies |
|  | **Diversity and inclusion**: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access |
|  | **Helping our community**: One volunteering day each year, and access to volunteering platform Neighbourly |
|  | **Schemes**: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers |
|  | **Other, voluntary benefits**: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office |

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