



Genie Ventures

Job description:

Help with all aspects of running a busy commercial website - including copy writing, website administration, data analysis & reporting, PR & marketing, and customer service.

Job title:

Assistant Web Editor (6 Month Contract)

Team:

Office Genie

What it's about:

Genie Ventures is a successful Cambridge internet company, employing 60 people and named Cambridge Employer of the Year 2018. We'll provide a great place to learn and an opportunity to impact the business.

We're creating a new role to assist with all aspects of running Office Genie, a busy commercial website which helps businesses find flexible office space.

We're looking for someone with journalistic experience (or aspirations) who is keen to learn all aspects of website management - including copy writing, website administration, data analysis & reporting, PR & marketing, and customer service.

Reporting to:

Peter Ames - Product Manager

What you'll do:

Responsibilities and required skills*

Copywriting

- Writing & editing website content as required, including buyers guides, property listings, blog posts, general website copy, and advertisement copy.
- Writing articles and press releases for third party, partner websites.

Marketing

- Writing copy with SEO in mind, including keyword research
- PR and outreach to secure coverage on other websites and blogs
- Maintain social media profiles, including regular posts as required

Customer service

- First point of contact for user queries.
- First point of contact for advertiser queries.
- You will be required to respond in a professional, timely, helpful manner which represents the business well. The majority of enquiries are online, with the occasional phone call.
- Maintaining Office Genie's social media profile

Data & reporting

- Build management performance reports using data from our internal reporting systems and Google Analytics.
- Handling performance reports from our advertisers, and importing these into our systems.
- Monitoring performance and being alert to changes.
- Presenting performance or progress reports at internal meetings.

Website management & administration

- Any other tasks as required to help with the smooth running and good performance of the website, including collaborating with other individuals and teams.

"This overview outlines the type of skills/level of responsibility required to fulfil this position. It is not comprehensive or exhaustive; but further tasks would be in keeping with the character of the position outlined."

Who we're looking for:

Experience needed

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| • Journalism or blogging | Desirable |
| • Website / e-commerce | Helpful |
| • Customer service | Helpful |
| • Marketing (including SEO, PR or social media) | Helpful |

Skills needed

- | | |
|-----------------------------|-----------|
| • Accurate, stylish writing | Essential |
| • Editing others' work | Essential |
| • Excel or similar | Desirable |

Personal attributes required at Genie:

Work smart

- Solve problems
- Willingness to experiment

Get things done

- Trusted to do what you've said you'll do
- Work collaboratively with others to achieve goals
- Bias for action

Great attitude

- Willingness to get your hands dirty to achieve team goals
- Taking responsibility for your own learning and self-improvement