



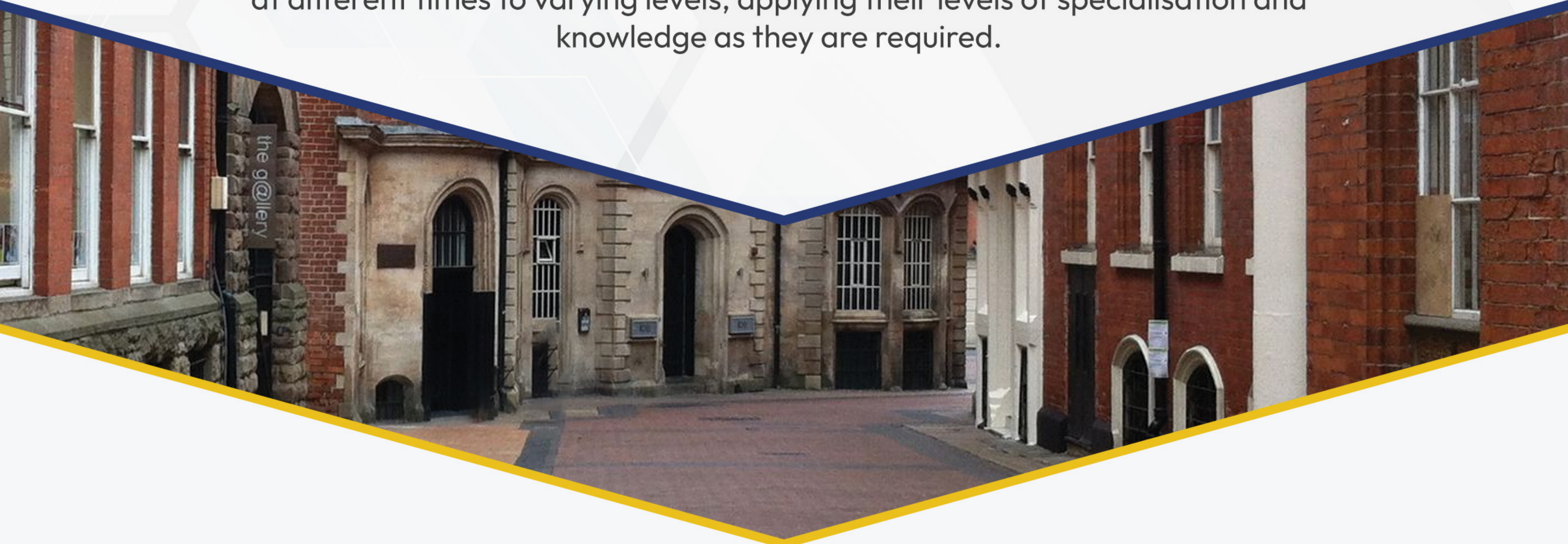
Content Creator

Job Description

About the Company

ICN has been headquartered in Nottingham's Creative Quarter since the summer of 2013, and currently has a team of 8 employees, a number it is planning to increase this to 11 during the remainder of 2022. There are five parts to ICN: ICN Apps, ICN Media, ICN Productions, ICN SQUID and Platform Metis.

The 5 areas can function as separate disciplines while also helping and cross fertilising each other. Employees can find themselves working across all 5 areas at different times to varying levels, applying their levels of specialisation and knowledge as they are required.



ICN Apps

ICN Apps have received 15 accreditations on Apple iTunes, Google Play and Windows Marketplace, two of its Apps have featured in the Sunday Times 'Top 500 Apps in the World' list, as well as numerous award nominations. ICN Apps has taken a back seat for a while, while the digital agency and associated software (ICN SQUID) have been developed, but ICN Apps has a new Apps series that it is looking to publish in early 2023 and two other possible Apps being researched.

ICN Media

ICN Media started a digital marketing agency in September 2017 and now has over 35 clients, a number of which are on retainer. The client list includes the likes of Helly Hansen and Nottingham Forest FC, and ICN now wants to have at least two people in every area of specialism (content creation, SEO, video production, Apps and website development, digital design and business development). ICN Media is about to launch its 18th digital product (Cyber Security) to offer to clients. Clients on retainer will invariably use 4-5 regularly of the 18 regularly, and others episodically. ICN Media is underpinned by ICN SQUID software (below) providing complete transparency and a clear point of difference to clients compared to other digital marketing agencies.

ICN SQUID

ICN SQUID was started in 2015 – although only really now in 2021 is it becoming a publicly facing part of the ICN brand. SQUID stands for ‘Searchable Queryable User Information Database’ and it helps ICN and client brands understand the effectiveness of their digital marketing. It looks at both customer acquisition costs and effectiveness and customer loyalty/lifetime value. On the basic level, SQUID enables clients to see a dashboard of their Digital Media activity in real time in one place (Google Analytics, SEMrush SEO data, Social Media information) and then uses ‘assignment algorithms’ to establish the most likely source of each new user of an App install, new subscriber or visitor and looks at how frequently they return and what they do/spend on each platform. A lead generation email marketing tool is being launched (in live test with our own marketing and clients), with proprietary SQUID software at its heart

Platform Metis

Platform Metis is a digital media service platform for modelling agencies, offering SEO, social media, web design and support, videography and, of course, Apps. Metis was launched in Q3 2021, and puts together specialist knowledge of that industry sector garnered from 3 highly successful Apps and other digital ventures over the past decade. We are now working with a number of model agencies around the world to provide digital services for them.

ICN Productions

ICN Productions is a specialist recently founded off shoot of ICN Media. ICN began producing video with the David Gandy Style Guide App in 2010 and now has hundreds of published hours of content across a range of ICN and third party client projects. In 2021, ICN invested in a whole range of new kit, including drone technology, and ICN Productions enables the company to compete for specialist video production projects, rather than simply be perceived as ‘an agency with a camera’. The website for ICN Productions will be launched shortly.

The Team

ICN’s CEO is a former magazine publishing director and website publisher, and spent 20 years working for media companies in London (as well as stints in Europe and the US) before taking investment in ICN and agreeing to expand the business. ICN has employees who are graduates from Nottingham Trent, the University of Nottingham, De Montfort University and the University of Loughborough.



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Job Role, Purpose, Duties, Output, Process & Future Plan

This role will execute the written content part of the plan for ICN clients. This covers:

1. Copy Writer

A very key part of this role is to write blogs for ICN Media and for ICN Media's clients. Blogs are heavily linked to SEO strategy, so it involves working closely with the SEO Writer and SEO Analyst.

Other tasks will include writing website copy, news articles, press releases, landing pages and so on, for an agreed number of clients and ICN products. You may also be deployed as a Sub Editor on copy not written by yourself in the first instance, so a 'fresh pair of eyes' to ensure there are no typos, missed words, and spelling mistakes, and so you ensure ICN maintains the highest possible standards on its work.

2. Social media

<https://icn-media.com/services/social-media/>

You will be assisted to evaluate current performance by ICN in this area, and suggest ways to improve engagement and come up with an approach for content across the different social media accounts that ICN manages. The focus is content and engagement for this role. You will then implement it across a number of ICN's products and ICN Media's clients (and updating this section of the ICN Media website).

3. Native Advertising

<https://icn-media.com/services/native/>

You will be tasked with updating this section of the ICN Media website, creating a jargon buster and suggesting example trials for this that we could put to our existing client base after doing some (in work time) reading and research on the subject.

4. Email Newsletters

<https://icn-media.com/services/email-newsletters/>

You will be responsible for creating email newsletters for a number of ICN properties and clients.



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Reporting & Key Interfaces

Hours

37.5 hours per week. A weekly schedule of hours is somewhat flexible and can be agreed with the CEO. The number of hours will be reviewed and agreed monthly to give the successful candidate the chance to increase their hours as soon as the company has the visibility on demand.

Start Date

ASAP

Salary

Starting salary of £18k with salary reviewed every 4 months during the first 2 years, and then each year after that, as ICN believes that young people develop fast, and this deserves to be recognised and rewarded. The intention is to get the successful candidate to £25k-£30k in 2 years.

Depending on wider progress with the business, Share Options in ICN will be made available as a reward for loyalty once an employee has been with the company for 2 years.

Skills, qualifications & cultural fit

Someone who wants to work within an overall structure, but enjoy the feeling of being able to manage their own day and be able to have ideas and start implementing them after checking back. Someone who will go to their manager with two alternative solutions, seeking guidance on how to decide which is best, not someone who is looking to go to their manager with a problem and wait for them to tell them the answer! Creative and imaginative, yet tech-savvy and aware.

Any evidence of digital marketing experience (social media campaigns run and their associated impact, any blog or influencer experience) or any relevant degree experience or online courses taken will be helpful and demonstrate a clear interest in the subject. ICN is also happy to invest in training in these areas over time for the right candidate.

ICN is looking for hunger, a desire to do more than 'just enough', to want to help make something 'excellent', a pro-active nature but a team player too. ICN has an ambitious and exciting business plan, with good investors. There is more than enough scope for someone to become a senior member of the team with the associated rewards and status without it being all about the individual!

Next Steps

Email Geoff Baker, ICN CEO **gb@icn-media.com** detailing the job title of the role you are interested in (we are currently hiring across 3 roles), your CV & contact details, and a short cover note as to why you are interested in the role.

Geoff will then contact ALL respondents with an answer on whether ICN would like to move forwards – though please note that all applications will be acknowledged and ICN are enormously grateful for your time taken to read more about the company and on the application

