



6th November, 2024

**Job Description:**

## **Content Marketing & Production Executive**

### **Remote/Home Working**

You must be resident in Ireland, have a work permit to work in Ireland and please include both a CV and cover letter with your application to be considered.

This will be a **permanent full-time** position.

**About Us:**

**The CX Academy is a leading online educational company which is setting the global standard for Customer Experience (CX) certification and qualifications.**

We are a global online provider of CX education based in Dublin, Ireland and established in 2018.

Customer Experience (CX) is an exciting and interesting skill and the fastest growing business discipline in the world.

We sell three courses – CX Essentials, Professional Certificate in CX and the more advanced Professional Diploma in CX.

Our learners are split into two groups – firstly, individual learners looking to gain valuable CX knowledge and advance their careers. Secondly, companies who enrol teams to advance CX Excellence throughout their organization.

The CX Academy has graduates now in more than 90 countries.

We're now expanding and looking for a Content Marketing & Production Executive to join our small team at The CX Academy.

The Greenway, Block C Ardilaun Court  
St Stephen's Green, Dublin 2, Ireland  
T: +353-1-881-8844  
Company Reg: 656220

### **About the Role:**

**This is primarily a content marketing and production. It is a varied role and you will be required to create and manage content, manage our website, create email marketing campaigns and regular content about Customer Experience (CX) to support the campaigns.**

**You will receive training and education in Customer Experience (CX) but even a small prior knowledge of CX is a definite advantage.**

### **Responsibilities**

- Manage and implement content marketing campaigns for The CX Academy customers
- Create blog and social media posts
- Update the company's website (WordPress)
- Create and manage an online community of graduates and professionals
- Create CRM and content marketing activities to drive traffic and interest in our products, ultimately increase sales leads
- Work with the senior team to implement marketing campaigns and promotions
- Manage the company's marketing collateral including brochures, case studies etc
- Write and manage our regular email and other learner communications
- Prepare presentations and proposals

### **About You:**

- You will have 2+ years marketing and content creation experience
- You have a passion for writing and the ability to create clear, concise and engaging content
- A qualification in digital marketing or relevant discipline is desirable
- You have experience in implementing digital marketing activities within tight timescales
- You will manage all content requirements against clear plans, strategies and targets, and within specific timeframes.
- A keen interest in customers, CX and digital trends
- Proficient in the use of social media marketing tools and techniques
- A self-starter with the energy, flexibility and ability to work as part of a team
- Excellent communication skills – both written and oral
- Strong attention to detail

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### **Your Career:**

The CX Academy will give you an excellent springboard to develop your career. Online education is one of the fastest growing sectors in the world. This is a busy, fast growing but informal and fun working environment and you will have direct input to help shape the company's products and strategy.

We are currently all working remotely. It is planned that this will continue for 2024.

### **Requirements (Mandatory)**

- A minimum of 2 years online marketing or content creation experience
- Good writing and content skills
- Microsoft Office

### **Requirements (Desirable)**

- A qualification in marketing
- Some experience with the following: Hubspot CRM, WordPress, Zoom.
- Basic video editing
- A knowledge of Customer Experience (CX)
- Ideal but not essential – familiar with creation of short promo videos and design software such as Adobe Creative Suite (Illustrator, InDesign, Photoshop).

### **Package:**

- Salary is €40k basic per annum (full time position)
- Training & Development
- Remote working expenses, phone etc.