



Content Analyst, Warc

Warc is an online service offering advertising best practice, evidence and insights to a client roster that includes the world's largest advertising agencies, media agencies, advertisers, research companies and universities.

We are seeking a Content Analyst with a passion for the marketing communications industry to work at the heart of the Editorial team. As our content champion, you'll be responsible for the discoverability, sharing and celebration of content on warc.com and across the business as a whole.

If successful, you will join an expanding company with offices in London, Washington DC and Singapore. The role is full-time and based in our London office.

Objectives of the role

- To ensure content is as discoverable as possible on warc.com by applying accurate and consistent tagging.
- To evangelise the best content on warc.com around the business, to engage and support client-facing colleagues.
- To provide analysis of Warc content, to support the production of reports on marketing topics and trends.

Reporting

The role reports to the Director of warc.com, and works closely on a day-to-day basis with the Production Editor of warc.com, liaising as necessary with other members of the Editorial team.

Key responsibilities

- Read and assimilate a broad range of content (including advertising case studies, articles, research reports and academic articles), and tag them accurately, consistently and to deadline ahead of their publication on warc.com.
- Manage, review and update the structure and terminology of Warc's tagging system, to ensure it reflects current industry topics and concerns.
- Identify key content to champion, including via homepage promotion, post on the Warc blog and/or sharing with colleagues in client-facing roles.
- Provide analysis of content to support the production of in-depth reports on current topics and trends within the marketing communications industry.



Main requirements

- A thorough, current knowledge of advertising, marketing and media, underpinned by a passion for the industry as a whole.
- Extensive career experience working within advertising, marketing or media, ideally within roles focused on the provision and analysis of information and insight.
- An obsessive eye for accuracy, detail and consistency, coupled with good literacy and numeracy skills.
- A propensity to self-motivate and work singularly to tight deadlines.

Performance measures

- Tagging content on warc.com accurately, efficiently and to deadline.
- Maintenance of a tagging structure that reflects current industry topics.
- Identification and sharing of important content for promotion and dissemination.
- Cogent analysis of content on warc.com to feed into larger reports.

Salary

Negotiable, according to experience, plus benefits including annual bonus, private healthcare and voluntary contributory pension scheme.

How to apply

Email your CV, accompanied by a one-page letter explaining your suitability for the role, to james.aitchison@warc.com by Friday, 11 December 2015. No agencies.

Shortlisted applicants will be invited to participate in an interview process, including a test, at Warc's London office.