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| **Job Title** | Head of Content Marketing & Design | **Job Family** | Marketing |
| **Grade** |  | **Reports to** | Director, Brand & Product Marketing |
| **Location** | Remote or hybrid | **Team Size** | 3 direct reports |

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| About the role: |
| This isn’t a traditional content marketing role. It focuses more on storytelling and creating strong campaign narratives that guide the buyer through their journey, closely aligned with our go-to-market strategy. You’ll be the owner of our core brand messages, campaign content, and GTM storytelling, ensuring Zellis shows up with clarity, consistency, and impact across every touchpoint.We’re looking for a someone who can shape compelling narratives that drive awareness, trust, and demand across the buyer journey. This is a content and messaging leadership role tightly integrated with go-to-market, product, and demand generation functions.About the role:As Head of Content Marketing & Design, you'll lead the development of core messaging frameworks, campaign narratives, and buyer-stage content that fuels our go-to-market motions. You’ll work at the intersection of product marketing, demand generation, and creative, ensuring our story is told and remembered.You’ll oversee the messaging strategy for our key campaigns, product launches, and brand pillars. In partnership with the Web and Demand Generation teams you’ll also co- develop high-performing content assets, hero reports, thought leadership, playbooks, videos, sales enablement tools, that help move prospects from awareness to opportunity.This is a strategic, hands-on role for someone who can combine clear positioning with persuasive storytelling, and who understands how content fuels pipeline and revenue. |
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| **Role Accountabilities and responsibilities:** |
| **In this role your key responsibilities will include:**Brand messaging & positioning* Own and evolve Zellis’ core brand and business messaging architecture.
* Build message frameworks that support go-to-market strategy, competitive positioning, and customer relevance
* Ensure all content and messaging reflects a consistent tone of voice, clear high level value proposition, and buyer-centric narrative

Campaign & content strategy* Collaborate with Demand Gen and Product Marketing to create campaign storylines that support lead generation, product launches, and ABM
* Lead the creation of campaign hero content: thought leadership reports, executive insights, long-form guides, explainer videos, etc.
* Partner with Demand Gen and Web teams to co-design and manage content journeys across the funnel, from brand awareness to sales enablement

Go-to-market collaboration* Support Product Marketing as they lead messaging for new product launches, working in partnership to shape compelling narratives that resonate in the market.
* Support sales enablement efforts by producing and maintaining a Zellis wide standard library and one-pagers
* Partner with digital and performance marketing teams to tailor messaging by channel (web, email, social, events)

Content creation & oversight* Write, edit, and oversee the production of high-impact content across formats and channels – primarily Web and social media
* Manage agency and freelancer partners to scale content production where needed
* Partner with Demand Gen to evolve an editorial calendar in line with campaign timelines, PR activities and go-to-market milestones

Measurement & optimisation* Define and track KPIs related to content engagement, campaign impact, and messaging effectiveness
* Run message testing and optimise based on performance insights and audience feedback
* Improve content reuse, versioning, and modularity across different teams and channels

**Key KPIs*** Campaign engagement: Views, downloads, time-on-page, and engagement with hero and mid-funnel content
* Sales enablement usage: Adoption and utilisation of messaging decks, one-pagers, and battlecards
* Content velocity: Volume and timeliness of content delivered per campaign or launch
* Message consistency: Internal adoption of messaging framework across marketing and sales
* SEO contribution: Organic performance of strategic content assets
* Brand guardianship

**Essential Skills:*** 10-15 years’ experience in B2B content strategy, product marketing, or brand messaging roles
* Proven ability to create and implement messaging frameworks and campaign narratives
* Excellent writing and storytelling skills with a portfolio of high-performing B2B content
* Strong understanding of the SaaS buyer journey and how content influences revenue
* Experience partnering with GTM, demand generation, product marketing and sales teams
* Adept at managing freelancers, designers, or agencies to scale output
* Organised, collaborative, and comfortable managing multiple projects in parallel
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| People Leadership / Team Leadership: |
| 3 direct reports including; two content marketing executives and a MW-Designer. |

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| Special Circumstances / Other Requirements e.g. travel requirements, working arrangements etc |
| Travel once per week to one of our offices; and flexibility to travel to customer events, company meetings and industry events. |

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| About Zellis |
| **Zellis is the leading provider of HR, WFM and Payroll solutions for the UK and Ireland.**Together with Benefex and Moorepay, we form the Zellis Group, serving a vast array of companies across every vertical and industry.**Our purpose** is to make people feel appreciated for the work they do – through precision, choice, and magic.**Our history**We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout. More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.**Our vision**Our vision is to be the clear leader in hr, pay, reward, analytics, and people experiences. There’s nothing more important to us than building trusting and beneficial relationships with our customers, using our size, scale, and breadth of experience to offer tailored solutions that precisely meet their business needs.We design solutions that keep our customers ahead of change as they navigate the regulatory complexity and workforce uncertainty which exists in today’s business landscape. At the heart of everything we do are our highly qualified payroll and HR experts, who are committed to always delivering first-class customer service.**We’re proud of our culture**At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.**Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a businessText  Description automatically generated |