



Content & Communications Executive - Technology (Permanent) Location: Naas, Co Kildare

Company Profile:

OpenSky a European challenger brand to the large global software consultancies, delivering innovation across Government, Transport, Environment and Health sectors in the Ireland and the UK.

Due to business growth, OpenSky has a new role for a Content & Communications Executive – Technology on a permanent basis in our Naas office. You'll form part of a high performance team, working together to deliver projects of national and international importance changing the way large Business and Governments work.

Why Join our Team:

OpenSky is a dynamic, exciting place to work. We hire exceptional people, and every one of them is empowered to think independently, take initiative and be innovative in their job. We are committed to ensuring that our performance and reward strategies are designed to effectively support our employees at every opportunity and offers an excellent work-life balance.

At OpenSky our employees enjoy the creative, agile and meaningful work they do, the resources and technology they have access to and the benefits we offer. The projects we work on make a real difference, and that's what makes us distinct in our industry. This very factor means that our employees get to work with the latest and emerging technologies.

We've built a truly unique culture here at OpenSky, where our employees are always learning, challenged with interesting projects and rewarded with fantastic benefits. We attract talented individuals from a wide range of cultural, geographic and educational backgrounds whom bring with them a rich variety of skills and experiences.

Our plan is simple; we hire the best people whom possess the skills, talent, expertise, experience and motivation that we require and when we find them, we help them grow, develop and achieve their goals.

The values we share help us to thrive and succeed, both as individuals and as a team. If you share those values, you'll fit right in!

The Job:

OpenSky have an ambitious marketing agenda underway across our social media, CRM and web platforms. Reporting to the Marketing Manager, we are seeking a dedicated Content & Communications Executive to help us drive our marketing strategies. We need an enthusiastic, creative thinker to work with us to help ideate and create winning customer focused technology content for all marketing channels including 3rd parties and partner technology platforms.

Description of position:

- You will be responsible for assisting with the coordination, development and production of content marketing assets relating to our services and target audience personas; including blog posts, case studies and white papers
- Ability to create content that is optimised for SEO; leveraging keyword research, content length, layout and meta data
- Produce and manage key content upgrades to our WordPress website including but not limited to; development of new pages, enhancements to site navigation, descriptions of services, technologies, USP's and benefits
- You will own the process for keeping the website up to date and will need to ensure that business changes are carefully and correctly reflected on the website and that the correct approvals have been sought and documented at each point
- Proactively suggesting changes and improvements to simplify our communications – this will therefore require you to have a deep understanding of the technology industry so that we can position our solutions in a manner that relates to our tone of voice and is differentiated from our competitors
- Producing an Editorial Plan each month to propose to Marketing Manager - editorial proposals should be aligned with the Marketing & Events Calendars
- Distribution of content across LinkedIn through organic & sponsored posts and presenting social performance stats to manager each month aligning with social KPI's
- We will continue to integrate video marketing on social channels and on our site – therefore prior experience is favourable in coordinating the production of video assets (occasionally with the assistance of media/video agencies)
- Contribution in many cross-department environments to deliver the best content solutions so you need to be comfortable sharing your opinion in a busy team environment
- Edit and proof content in a time pressured environment
- You will be highly diligent about the details; excellent grammar, spelling and attention to detail are essential. You should also be able to understand our brands' visual cues and visual language and be meticulous about checking the important details from our branding guidelines
- Assisting with building and deploying email marketing campaigns on our email marketing platform Campaign Monitor
- Assisting with the coordination of OpenSky Workshops & Seminars; from marketing support through to event venue, bookings & branded merchandise

Core Requirements:

- 3+ years' experience in writing content for the technology industry
- Proven excellence in writing skills; with an ability to produce editorial style technology content and write customer friendly versions of the business content for our solutions
- Excellent proficiency in English both verbal & written is essential
- Ability to translate complex information into content which is easy to consume and understand
- Excellent spelling and grammar with meticulous attention to detail and a passion for continual improvement
- Creative and innovative thinker with the ability to work at pace with great attention to detail
- Proven ability to work independently and collaboratively - both with internal and external partners
- Comprehensive experience developing content on WordPress (Enfold, Elementor, Generate Press, Astra themes)

Desirable Skills:

- Social media experience for B2B
- Relevant degree or post grad qualification in digital marketing
- Knowledge of utilising LinkedIn Campaign Manager
- Campaign Monitor / Dynamics 365 CRM for Marketing
- Canva Design Platform

Personal Skills:

- Excellent communication skills in both written and verbal English
- Ability to interface with stakeholders in a professional and efficient manner
- Excellent business process awareness
- Strong time management / prioritisation and planning skills
- Ability to Travel occasionally

The above statements are not an exhaustive list

We Offer:

You will form part of a high-performance team, working together to deliver projects of national and international importance changing the way large Business and Governments work.

- Competitive Salary – market adjusted
- Continuous Professional Development
- Education Assistance Programme
- Company Pension
- Incremental Increases in Annual Leave
- Employee of the Quarter Awards
- Employee Assistance Programme (EAP)
- Annual Health Screening

- Employee Referral Scheme
- Ethical Employer
- Friendly, fast paced atmosphere
- International working environment in a growing company
- Work with innovative technologies & solutions
- Microsoft Dynamics & Personal development programmes

Please note we do not require the assistance of third parties.

OpenSky Data Systems Ltd. is an equal opportunities employer