

New opportunities at Zap-Map

Role Title: Content Executive

Reporting to: Content Manager

Location: Bristol

Employee Referral Bounty Eligible

The Company:

We are the UK's leading app and digital platform for Electric Vehicle (EV) drivers enabling them to search for charge points, plan journeys, pay on participating networks and share updates with other EV drivers. We aim to make charging simple, and provide EV drivers with peace of mind and the confidence to drive any length of journey in their EV.

We are a high growth company with a market-leading tech brand. With the backing of Good Energy, the leading renewable energy company, **Zap-Map's mission is to accelerate the shift to electric vehicles and help the drive towards zero carbon mobility.**

Zap-Map attracts more than 200,000 UK cross platform users per month. We are the go-to data source for the industry. We facilitate news and updates and provide tools for current and prospective EV drivers.

With over 10 years of industry experience and unique data sets, Zap-Map offers a range of B2B services including promotion, content, data and market insights.

The Role:

As more people become EV drivers, Zap-Map's Marketing and Content is evolving to attract new consumer and business audiences. As Content Executive, you'll play a key role in ensuring the Zap-Map brand remains at the forefront of the EV revolution.

You'll work closely with the Content Manager and wider Marketing team to:

- Create and manage the day-to-day content on the Zap-Map website and portals, delivering regular news, features, and other updates.
- Amplify and monitor content via the company's social media platforms Twitter, Facebook, Instagram, LinkedIn.
- Generate regular newsletter communications, to build Zap-Map brand position and engagement with EV drivers.
- Support marketing activities and the development of third-party content partnerships.
- Support in the writing of press releases to support product launches and research activity.
- Optimise website content in line with the latest SEO guidelines and best practice.
- Track website usage and KPIs.

You'll support the Content and Marketing planning process, with a key focus on building visibility for the Zap-Map brand, and audience engagement.

You will play a key part in the project to redevelop the Zap-Map website, including content migration and redevelopment of existing web content.

In this role you will work closely with other team members, colleagues, and agencies to develop appropriate content and communications.

This is a great opportunity for a driven content professional who wants to apply their experience within a purpose-led business.

Reporting directly to the Content Manager, you will have the opportunity to learn, test and grow within a supportive and ambitious team.

Required Experience

- At least 3 years' experience working in similar Content / Marketing roles either in agency or in-house.
- Experience of successful Content and Communications marketing across Owned and Earned channels, including hands-on creation of comms and content, and associated reporting.
- You'll identify opportunities through various digital channels to help increase brand awareness and engagement through the use of media and tools such as Semrush and Google Analytics.
- Experience of working with third-party agencies to create impactful content and communications.
- Distinct advantage to have worked on a website relaunch project.
- Experience collaborating with departments across an entire organisation.
- Experience of using some of the following platforms: Content Management Systems such as Wordpress or Drupal, reporting and analytics such as Google Analytics and Semrush, and comms tools such as MailChimp and Sprout Social.
- Knowledge of the electric vehicle industry and/or environmental issues is desirable but not prerequisite to the role.

Required Skills

- Ability to communicate confidently with people from any level of the business.
- Fluent in digital platforms.
- Creative-minded, both to identify opportunities and to solve problems.
- Experience of working in a high-growth environment, able to move at a high pace yet with the highest standards of quality.
- Excellent command of language and grammar.
- Rigorous attention to detail.
- Strong organisational skills.

Required Attributes

- Degree-level educated (or equivalent).
- Goal-driven.
- Tenacious.
- Positive, can-do attitude.
- An affinity with the written word, and a love of language.
- A passion for sustainability.
- Self-motivated.
- Team player.

Our offer

The EV market is growing at an extraordinary pace. Working at Zap-Map means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges.

As one of the prominent aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future. Our office is in central Bristol, overlooking Castle Park.

Your reward package includes:

- Annual salary of £25,000 - £30,000, depending on experience.
- Performance-related annual bonus scheme.
- Pension & Benefits scheme.
- Flexible working options available.
- Professional training and mentoring to extend your skills.
- Opportunity to experience an Electric Vehicle via our Co Wheels car share account.

How to apply

To formally apply, please send a covering letter together with your CV to: alibates@zap-map.com.
Direct applications only please, no CVs will be acknowledged or accepted from recruitment agencies.

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