



Job Guidelines

Job Title	Content Marketing Executive	Reporting to	Events & Marketing Manager
Date Reviewed	June 2026	Reporting to you	N/A

What we do:

Chambers of Commerce sit at the heart of local business communities across the UK and the world, bringing together and supporting thousands of companies of every size and from every sector to succeed.

Aberdeen & Grampian is one of the most vibrant and influential Chambers in the UK and we are here for two simple reasons. To support businesses to be better today while helping create the economic conditions to enable the future success of our region.

We sit at the heart of the North-east business community, representing over 1,350 member companies who collectively employ over 100,000 people in Aberdeen and Aberdeenshire.

Job Role:

Content Marketing Executive

The role is full time and office based at our Bridge of Don HQ.

Person specification:

As Content Marketing Executive, you are responsible for creating high-quality, engaging content that supports marketing campaigns, drives member engagement and strengthens the Chamber's voice and visibility.

This role is responsible for producing written, digital and multimedia content across a range of internal and external channels, including the Morning Bulletin, Business Bulletin magazine, social media, website, video output and podcast series.

Working closely with the multimedia journalist and the wider Chamber team, this role requires creativity, strong writing skills and the ability to deliver compelling content across multiple platforms.



Key Responsibilities

Content Creation & Editorial

- Plan, draft, and edit high-quality content for the Morning Bulletin and Business Bulletin magazine, ensuring accuracy, tone and relevance
- Create clear, engaging and audience-focused content tailored to different channels and objectives
- Write features, press releases, commentaries and content on behalf of the Chamber and its leadership
- Manage and contribute to a content calendar aligned with marketing campaigns, business priorities and policy activity

Digital & Multimedia Content

- Produce and publish engaging social media content across platforms, maintaining a consistent tone of voice
- Create content designed to drive engagement, increase reach and support campaign performance
- Support ChamberTalk production, including planning, scripting and post-production editing

Website Management

- Regularly update news and editorial content on the Chamber website
- Ensure all content is accurate, up to date and aligned with wider marketing activity and messaging

Marketing & Campaign Support

- Work with internal teams and the in-house designer to deliver integrated marketing campaigns across print and digital
- Create content that supports membership growth, service promotion and audience engagement
- Contribute creative ideas to marketing campaigns and content initiatives

Events & Content Capture

- Attend key events and launches to gather material for content and coverage
- Produce follow-up content (e.g. articles, social posts, video clips) to extend reach and maximise engagement



Stakeholder & Media Relations

- Provide media release support
- Build and maintain strong relationships with key contacts across local and national media

General

- Support with additional tasks as required
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About You

Essential Skills & Experience

- Experience in journalism, communications or marketing
- Excellent writing and editing skills with the ability to adapt tone and style
- Strong organisational and planning abilities
- Proficiency in digital tools and multimedia content creation
- Understanding of digital content strategy and social media platforms
- Experience with video and/or audio content creation
- Familiarity with marketing tools such as MailerLite, HubSpot or Meta Business Manager is advantageous
- Confident communicator and effective collaborator
- Flexibility to work early mornings and evenings

Personal Attributes

- Self-motivated, proactive and solutions-focused
 - Calm under pressure with the ability to meet tight deadlines
 - Strong eye for detail and commitment to quality
 - Adaptable, with a willingness to take on a varied workload
 - Collaborative, with a strong team ethic and internal customer focus
 - Creative thinker with a strong attention to detail
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Why you should want to work with our team:

- 30 days leave, inclusive of public holidays rising to 35 days after 5 years
- Workplace Personal pension scheme
- Pension salary exchange
- Social activities – from a Christmas party to activity days and much more
- Legal access scheme
- Life assurance cover
- Westfield Health medical insurance scheme



Our mission statement and key aims:

Aberdeen & Grampian Chamber of Commerce exists to create connections so that the economy of the North-east can prosper.

We're here for two simple reasons. To support businesses to be better today while helping create the economic conditions to enable the future success of our region. We provide:

- Research to connect businesses with the answers to their problems
 - Trade documentation to seamlessly connect goods to market
 - Bulletins to connect our members with their audiences and news they need to know
 - Events to connect like-minded people to learn, develop and do business
 - Training to connect our business community with the skills they need to thrive
 - Lobbying to connect business with the decision makers who matter
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Our Values:

- We are proactive in seeking the views of key stakeholders and acting as a strong collective voice for business
 - We are visible and high profile in the business community
 - We are regarded as thought leaders but with a reputation for doing rather than just talking
 - We are fully engaged in shaping and influencing the key regional economic development and sector diversification agendas
 - We seek to stimulate business, solve problems and open doors through collaboration with partners in mutually beneficial activities
 - We aim to introduce pace by cutting through red tape and inertia
 - We act as a critical friend
 - We have our members at the heart of everything we do, creating a powerful and cohesive force, enabling us to achieve together what we could not individually
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Our Culture:

- We aim to be an organisation that the best people aspire to work for, operating in an inclusive, open and transparent way with a culture of continuous improvement
- We aim to provide the working environment and equipment that enables staff to enjoy and excel in their roles
- We are committed to the personal development of our people
- We operate a 'one team' ethos: working cross functionally to deliver our goals
- We are focused on the things that matter
- We operate as an extension to our members' teams



- We promote innovative and creative behaviours while remaining fanatical about the detail
- We work hard, have fun and celebrate success
- We think and act like winners