

# JOB DESCRIPTION

## CONTENT MARKETING SPECIALIST



<b>Job title</b>	Content Marketing Specialist
<b>Reporting to</b>	Marketing Manager
<b>Job location</b>	Hybrid (2 days min in Ipswich Office/Remote) or fully remote
<b>Employment status</b>	Permanent, Full-Time (37.5 hours per week)

### CANDIDATE PROFILE

The DPO Centre is growing and we're looking for a B2B Content Marketing Specialist to join our expanding marketing team.

This is a hands-on copywriting and content creation role with plenty of variety. You'll write for email marketing campaigns, LinkedIn posts and ads, draft infographics and other campaign materials. You'll also provide cover for newsletters and blogs, and support the wider marketing team when needed.

This is a great opportunity for someone who is skilled at short-form writing, understands digital marketing, and wants to develop within a growing and ambitious marketing team.

### DUTIES AND RESPONSIBILITIES

Digital marketing continues to move fast, and AI is now part of the content creation journey. We're looking for someone who can use it well, while bringing the creativity, judgement and human voice needed to craft emails and assets that truly connect.

In this role, you'll help turn complex data protection, privacy, and AI governance topics into content that develops thought leadership, earns trust, and drives leads through the funnel.

- Write clear, engaging copy for email campaigns, nurture journeys, and targeted prospect communications that speak to audience pain points and drive action
- Develop copy and content for LinkedIn posts, paid social ads, infographics, landing pages and other digital campaign activities, making technical topics feel relevant and easy to act on
- Research our audiences, sectors and services to uncover what matters to clients, turning insights into timely and commercially focused content
- Adapt copy for different audiences and stages of the buyer journey, while keeping our brand voice consistent and distinctive
- Support newsletters and blogs when needed, helping the team keep content fresh and aligned with campaign priorities
- Use AI tools responsibly to support idea development and efficient workflows, while ensuring all outputs are carefully checked and human-edited
- Bring ideas to the team and keep up with content and email marketing best practices to help shape assets that perform
- Support WordPress and HubSpot digital tasks when needed

### CAREER PROGRESSION

We're proud to be recognised as one of the UK's Best Workplaces for Development by Great Place to Work™. That means real investment in your career growth, with opportunities to develop your role across the marketing team and the wider group, all supported by a personal development plan that's built around you.



## SKILLS AND EXPERIENCE

We're looking for someone with proven B2B copywriting experience, a good understanding of digital marketing, and a genuine interest in creating content that supports campaigns and lead generation.



### Essential

- At least 2 years' experience in a marketing, content or copywriting role within a B2B or professional services environment
- Strong copywriting skills, with impeccable grammar and attention to detail
- Confidence researching complex topics
- Excellent organisational skills, with the ability to manage your own time, prioritise tasks, and meet deadlines across multiple initiatives
- Excellent IT skills
- Strong verbal communication skills
- A curious mindset and a willingness to learn, test ideas, and develop new skills



### Desirable

- Degree or qualification in English, journalism or marketing, although proven copywriting experience and digital marketing skills are equally valued
- Knowledge of the GDPR and EU AI Act
- Experience working with:
  - › ClickUp or similar work management platform
  - › SharePoint or similar document management platform
  - › WordPress or similar website platform
  - › LinkedIn organic and paid activities
  - › HubSpot or similar CRM platform
  - › AI tools such as Claude and ChatGPT

## COMPENSATION & BENEFITS

£30K- £35K per annum, depending on experience

We offer highly competitive salaries that reflect your skills and experience. In addition, we provide a range of fantastic benefits, including those listed below. Details of the full range of benefits will be provided separately.



Professional Membership and Training Funds



Holiday Buy/Sell Scheme



Wellbeing Resources



Working Abroad Scheme



Remote/Hybrid Working



Maternity and Paternity Leave & Pay



Electric Vehicle Scheme



Bank Holiday Swap Scheme

## ABOUT US

The DPO Centre group is a multi-national data protection compliance consultancy formed in the UK in 2017, now operating as part of Axiom GRC.

We have provided outsourced Data Protection Officers (DPOs), privacy consultancy services, and GDPR Representatives to over 1000 organisations globally. The DPO Centre Canada Inc. is the most recent addition to The DPO Centre group of companies, which also consists of The DPO Centre Ltd in the UK, The DPO Centre Europe Ltd in Dublin, and The DPO Centre Netherlands B.V in Amsterdam, together with a network of representation offices throughout the 27 EU Member States.

Further details on The DPO Centre and our global team can be found at [www.dpocentre.com](http://www.dpocentre.com)

## OUR CULTURE

Fundamental to The DPO Centre's culture is our #OneTeam philosophy:

**'To inspire and develop one remarkable team that delivers the extraordinary'**

Contact with other members of our various teams will be frequent, as will the opportunities for team social activities. Our mission is to nurture talent and empower individuals. We believe in constantly improving our processes and the best practice framework we employ with our clients. Sharing knowledge and experiences is a vital part of our culture and ensures you will quickly become part of our motivated, sociable, and connected team. It's an essential aspect of our culture and also helps new recruits to quickly become part of our supportive and interconnected community.

We strive to be a team that doesn't just keep up, we set the pace.

## OUR PEOPLE

Within The DPO Centre family we have bakers, skaters, bike riders, walkers, avid readers, ultra-runners, budding photographers, musicians, and keen travellers. Our team comes from all corners of the world, including New Zealand, Poland, Mauritius, Mexico, South Africa to name but a few.

Please see for yourself and meet everyone on our team page.

[TEAM PAGE](#)

## WHY JOIN THE TEAM?

Our offer to you is the opportunity to work in a dynamic and varied role within a structured team of like-minded and motivated professionals.

The data privacy industry is rapidly evolving, so this role will involve working on projects that encourage continuous professional growth and innovation.

We are committed to empowering everyone in our **#ONETEAM** with the knowledge and opportunities to positively impact attitudes, behaviours, and legislation for the benefit of future generations.

## HOW TO APPLY



Submit your interest by completing the application process via the link provided. For any queries, please contact us at [recruitment@dpocentre.com](mailto:recruitment@dpocentre.com)



See our Candidate Recruitment Privacy Policy for full details of our data collection for vacancy applications.

[RECRUITMENT CANDIDATE PRIVACY NOTICE](#)



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