



Paramount
Digital

Job Description

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Job Role

Head of Content

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Role Overview

As Head of Content, you will report to the SEO Director and oversee a team of 3 Content Managers and 9 Executives. You will be responsible for shaping and delivering high-performing content strategies that align with SEO best practices, client objectives, and wider business goals.

Your role will be a blend of strategic leadership, content innovation, and team management, ensuring our content remains cutting-edge and continues to drive engagement and conversions.

This is an office-based role due to the hands-on leadership required to develop the team and foster collaboration.

Key Responsibilities

Content Strategy & Performance

- Develop and execute data-driven content strategies, ensuring alignment with business and client objectives.
- Conduct SEO keyword research, including long-tail keywords, to optimise content for visibility and engagement.
- Lead content gap analysis and competitor research to identify opportunities for growth.
- Monitor search volume trends and adjust content strategies accordingly.
- Conduct user intent mapping, ensuring content meets audience needs at every stage of the customer journey.
- Oversee A/B testing of content elements, refining headlines, CTAs, and formats for better performance.
- Regularly track content performance, analysing impressions, traffic, and conversion data to refine strategies.
- Identify cornerstone content to strengthen authority and improve site structure.
- Ensure EEAT (Expertise, Experience, Authority, Trust) signals are embedded within content.

Content Creation

- Lead the team in producing high-quality, SEO-optimised content across multiple platforms, including blogs, guest blogs, website content, product descriptions, and FAQs.
- Edit and optimise existing content, ensuring all copy is engaging, informative, and aligned with brand tone of voice.
- Ensure content is localised where necessary, adapting for different regions and languages.
- Incorporate rich media (graphics, tables, data visuals) to enhance user engagement and content value.
- Conduct regular content audits, reviewing and refreshing underperforming content.

Team Leadership & Development

- Manage a senior-level team, ensuring productivity, collaboration, and continued professional growth.
- Monitor team performance and attendance, conducting staff performance reviews to drive development.
- Train and mentor new starters, providing guidance on best practices and industry developments.
- Oversee team capacity and client allocation, ensuring workloads are effectively managed.
- Identify training needs and implement continuous learning opportunities for the team.
- Act as the key link between the content team and senior management, ensuring smooth communication and strategic alignment.

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Innovation & Industry Leadership

- Stay up-to-date with emerging SEO trends, content marketing developments, and AI tools to ensure our strategies remain competitive.
- Explore and recommend new tools to improve content creation, performance tracking, and workflow efficiency.
- Support wider marketing initiatives, contributing to PR, outreach, and thought leadership efforts.
- Represent the agency at industry events, sharing insights and networking with other professionals.

Why Us

At Paramount Digital, we've been delivering outstanding digital marketing solutions for over eight years. As we continue to grow, we are looking for a Head of Content to lead our content team, drive strategy, and take our content offering to the next level.

This is a senior leadership role within the agency, where you will shape our content strategy, manage a talented team, and ensure our content delivers measurable results for both the agency and our clients. If you're passionate about SEO-driven content, storytelling, and team leadership, this is the perfect opportunity to make a significant impact.

Who We're Looking For:

We're looking for a highly motivated, strategic, and commercially minded Head of Content with a passion for delivering SEO-led content strategies. You'll need to be a confident leader, able to manage a fast-paced team while maintaining the highest standards in content production.

What You'll Bring:

- Experience: Minimum of 5 years in content marketing, including senior-level experience, ideally in an agency environment.
- Leadership: Proven experience in managing and developing a team, with a hands-on approach to mentorship.
- SEO & Digital Expertise: Strong understanding of SEO, keyword research, content strategy, and digital marketing best practices.
- Content Creation & Optimisation: Excellent writing, editing, and storytelling skills, with an ability to adapt tone of voice across different clients.
- Commercial Awareness: Experience managing high-value client accounts, with a results-driven mindset.
- Data-Driven Thinking: Ability to analyse performance metrics and refine content strategies accordingly.
- Communication & Collaboration: Strong interpersonal skills, with the ability to liaise with clients, colleagues, and senior management.
- Organisation & Time Management: Highly efficient, able to manage multiple projects and meet deadlines.

What We Offer:

A Full Range Of Additional Benefits, Including:

- Pension scheme
- Free eye tests
- Mental well-being support
- Discounts with our partners
- Regular company events
- Weekly yoga wellness sessions
- And everything else you'd expect from a top digital agency!

Location: Rainford, St Helens

Salary: £38,000 To £55,000

Holidays: 25 Days + Bank Holidays

Personal Development: Customised Development Plan & Clear Career Progression

If you're a results-driven Content expert ready to take the next step in your career, drive outstanding results and shape the future of our Content department, then we'd love to hear from you!