



The Brand & Content Manager Role

What are we all about?

Founded in Birmingham in 2012, Orlo has grown to be the UK's leading platform to manage your digital conversations, managing millions of interactions every year. Orlonians are on a mission to build an amazing company that solves complex problems - and have fun along the way! We're a bunch of genuine people who work hard everyday to support our customers in managing their digital conversations. Our platform empowers users to handle their outbound and inbound messages from one handy inbox, so they can focus on what really matters - providing a great customer experience through digital channels.

What are our values?

We're **bold**

We *graft*

We're **curious**

We *give a sh*t*

We're **genuine**

Who do we work with?

Over 300 leading brands use our platform to manage their digital conversations - and counting! We work with clients across a variety of industries, from Ocado to Premier Inn, Britvic to Shelter and many, many more. We also count more than 150+ public sector organisations and one quarter of the UK's police constabularies as our clients. We're pretty proud of our 94% retention rate too!

What's the Brand and Content Manager role all about?

This role is an exciting opportunity to be the custodian of Orlo's brand development and the driving force behind our content marketing and communications strategy. As a key member of a highly creative marketing department, you will work closely alongside the wider team and new business development department to create compelling content and effective campaigns that will help us attract more prospects and achieve our ambitious revenue targets.

What are the key responsibilities?

- Define, manage and enforce Orlo's brand guidelines across the business, ensuring messaging is consistent and the tone of voice is maintained across all channels
- Create compelling marketing content from infographics to blogs, videos to podcasts and everything in between

- Effective planning and time management to ensure we always have new content available and make our existing content work as hard as possible for us
- Manage and execute our email communications strategy to get our insightful content, exciting innovations and engaging events out to the world every week
- Collaborate with other members of the marketing team, and the wider revenue team, to develop and effective campaigns

What would Orlo love from you?

- An insatiable curiosity for trying new things and constant creative energy
- A self starter who can work equally well as part of a team as you do independently
- A track record of hitting and surpassing ambitious targets
- A genuine passion for managing and developing our brand presence
- Excellent communications skills, both written and verbal
- Values that reflect our own and that will contribute to the culture at Orlo
- Results driven, positive, ambitious mindset with a drive and passion to grow your career and make your mark in the SaaS tech space

Why will you love Orlo?

First things first, you'll be joining a fun and inclusive team of grafters who genuinely do give a sh*t about each other and their customers. We offer a flexible work environment, 25 days holiday, a competitive salary based on experience and the opportunity to earn an annual bonus.

Orlonians love to work hard and have fun along the way, and on top of that, we're a curious bunch - continuously learning and growing is important to us, so we offer training and development opportunities to all of our team.

Our recently revamped office is perfectly located right in the heart of Birmingham's bustling city centre, just a hop, skip and a jump from New Street Station. With a fun and inclusive environment, all the tea and coffee you can drink and great views of the city, it's a great place to work - but we do offer flexitime and remote working too.

Think this role is for you? Email us at careers@orlo.tech