



Head of Content for IWSC & Club Oenologique

IWSC & Club Oenologique are part of the Conversion Group. Constantly growing and building, The Conversion Group is a globally recognised organisation in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses including; the IWSC, IWSCCHK, Club Oenologique, Academie du Vin Library, F+R, Whisky Lounge, Spirits Lounge, Whiskies of the World and Whisky Extravaganza as well as businesses spanning the culinary, arts, creative and exhibition sectors. The Conversion Group businesses have a significant footprint across the UK and US as well as interests in Europe and Asia.

At the Conversion Group we live a mission that embraces challenge, champions personal and professional growth and rewards those who take ownership and drive results.

Could we be your new home?

We are looking for a talented candidate to create, deliver and evolve the content strategy for print and digital and across IWSC & CO.

In this role, responsibilities will include:

- Define editorial & promotional content to meet the strategic needs of all IWSC & CO channels and areas of business, ensuring our position in the market is upheld as the authority in wine, spirits & lifestyle.
- Lead, manage and develop the print & digital content team.
- Oversee the planning and conception of both written and visual contents to be featured in print and digitally.
- Develop and implement effective digital & content strategies.
- Set the commissioning strategy across IWSC & CO.
- Seek new and innovative ways to increase readership, subscriptions and sign-up to websites.

- Write content across our platforms.
- Develop sponsored content in collaboration with clients & sales team.
- Liaise with marketing team to promote all titles and encourage audience growth.
- Draft & implement a yearly calendar of content for web and Social Media.

The ideal candidate will be positive, motivating leader, with a passion for developing and managing a team

You will have at least 5 years' experience in a senior role in a fast-paced digital and print environment, including

- Experience in creating and delivering a successful content strategy
- Strong project management and time management skills.
- Keen interest in all aspects of digital activity.
- Extensive experience of print and web production.
- Excellent copywriting/editing and proof-reading skills
- Familiarity with quality written content, adapted to different audiences and digital channels.
- Excellent standards of accuracy, consistency, and attention to detail.
- Flexibility and adaptability.
- Ability to bring new ideas and concepts to the table
- Interest in the wine and spirits world.

This role will be based in our offices in West London, W10.

Does this sound like you?

Please send a covering email, CV and salary range expectation to christelle.guibert@theconversiongrp.com by Thursday 14th November