

Role Title: Content Specialist

Team: Client Services / Delivery

Reporting to: Client Services Director

Salary: from £32,000 per annum DOE

Location: Blyth Workspace, Commissioners Quay, Quay Road, Blyth, NE24 3AF

Working hours and contract: Full time or part time and permanent position (optional flexible hours)

Availability: Immediate.

Please send your CV, portfolio link and covering letter highlighting why you want to work at Horizon Works to hello@horizon-works.com by Wednesday 17th June 2026

Background to company

Horizon Works is based on one of the UK's leading renewable energy hubs - Blyth!

The company supports innovators in complex industries with cutting edge marketing that allows their products and services to be recognised and adopted globally. It works with a range of innovation and technology led businesses that are creating solutions of worldwide importance.

It works with regional, national and international clients in sectors including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive and defence.

Horizon Works offers a wide range of integrated marketing services including strategy, PR, design, digital, website development, SEO and animation, and supports regional, national and global organisations. For more information, visit www.horizon-works.com

Role Purpose

The Content Specialist is responsible for translating complex, technical ideas into clear, compelling and purposeful content that supports clients' growth and amplifies the impact of their innovations.

The role is central to Horizon Works' mission of bringing clarity, connection and purpose to innovation, ensuring technical audiences are informed, engaged and inspired through high-quality content across multiple channels.

What this role is accountable for:

- Producing clear, accurate and compelling technical content that translates complex ideas into accessible, meaningful messages.
- Delivering high-quality content across agreed formats and channels (e.g. websites, blogs, white papers, campaigns, social media, technical downloads).
- Ensuring all content aligns with client brand, messaging, tone of voice and audience needs.
- Owning the accuracy, quality and consistency of written content from brief through to final delivery.
- Supporting the development of client messaging, narratives and style guides.
- Working collaboratively with client partners, creative and digital teams to support successful project delivery.
- Managing workload effectively to meet deadlines and delivery expectations.
- Incorporating feedback constructively to continuously improve content quality.
- Contributing to Horizon Works' own content, thought leadership and marketing activity.
- Staying informed on marketing, content and sector trends and sharing insight where relevant.

Accountability is focused on the clarity, quality, impact and consistency of content, rather than volume of output or task completion alone.

Values and expected behaviours

The Content Specialist demonstrates Horizon Works' values through their approach to work:

- **Passion** - Shows enthusiasm for content, innovation and storytelling.
- **Ownership** - Takes responsibility for the accuracy, quality and impact of content.

- **Collaboration** - Works openly with colleagues to strengthen ideas and outcomes.
- **Positivity** - Brings a supportive, professional attitude to feedback and teamwork.
- **Inspiration** - Is curious about clients' innovations and motivated by their global impact.

Key relationships

Internal:

- Managing Director
- Client Services Director.
- Client services/delivery team.
- Business development and marketing manager.

External:

- Clients.
- Industry partners and contacts.
- External agencies (website development, photography).

Performance framework

Client and content impact

- Clients trust Horizon Works to communicate their technical expertise clearly, accurately and credibly.
- Content consistently meets client objectives and resonates with target technical and commercial audiences.
- Complex ideas are translated into clear, compelling messages without loss of meaning or integrity.
- Content contributes to client satisfaction, retention and the perceived value of Horizon Works' work.

Quality and craft excellence

- Content is delivered to a consistently high standard across all formats and channels.

- Writing demonstrates excellent structure, clarity, accuracy and attention to detail.
- Brand tone of voice, messaging and narrative frameworks are applied consistently.
- Feedback is incorporated effectively, with visible improvement over time.

Collaboration and ways of working

- Works constructively with client partners, creative and digital teams to support smooth delivery.
- Contributes positively to briefs, ideas and problem-solving discussions.
- Manages workload effectively to meet deadlines and delivery expectations.
- Communicates clearly, professionally and proactively with colleagues and stakeholders.

Contribution and growth

- Contributes insight, ideas or learning that strengthens content quality across the team.
- Supports development of Horizon Works' own content, thought leadership and campaigns.
- Stays informed on content, marketing and sector trends and shares relevant insight internally.
- Builds confidence as a trusted content specialist within client and internal teams.

Decision making

- Ownership of content accuracy, quality and consistency within agreed briefs and scope.
- Makes informed decisions on structure, tone and approach aligned to client objectives.
- Exercises professional judgement aligned with Horizon Works' purpose, values and way of working.
- Escalates risks, uncertainties or scope concerns appropriately and in good time.

Role requirements (High Level)

Education and formal qualifications

- At least 5 years in a similar technical content role.
- A Levels, HND, BA (Hons) or equivalent qualification in English, Marketing or Business.
- Desirable – experience of working with and writing a diverse range of content for technical B2B companies.

Experience and knowledge

- Proven experience producing high-quality B2B content, ideally within marketing, communications, PR or a similar environment.
- Demonstrated ability to translate complex or technical subject matter into clear, compelling and accurate content.
- Strong understanding of content, messaging and storytelling across multiple formats and channels (e.g. blogs, websites, white papers, campaigns).
- Excellent written communication skills, with strong attention to structure, clarity, tone of voice and detail.
- Ability to manage workload effectively, meet deadlines and incorporate feedback constructively.
- A collaborative approach to working with client partners, creative and digital teams.
- An alignment with Horizon Works' values, purpose and way of working.

Progression indicators

A Content Specialist is ready to progress when they:

- Handle increasingly complex and technical subject matter with confidence.
- Require minimal oversight to deliver high-quality, client-ready content.
- Contribute strategically to messaging, narratives and content direction.
- Influence content quality across projects through insight and best practice.
- Act as a trusted content partner to clients and internal teams.

Development and review focus (annual / ongoing)

- Quality, clarity and effectiveness of content delivered.
- Ability to simplify complex technical information.
- Collaboration with delivery and client teams.
- Responsiveness to feedback and continuous improvement.
- Living Horizon Works' values in day-to-day work.

Scope and flexibility

This role profile supports performance management, capability development and progression planning. As Horizon Works grows, the Technical Content Specialist role may evolve to include broader strategic input, leadership of content streams, or mentoring responsibility, while remaining grounded in our purpose of championing innovators and driving global impact.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Additional information

- Holidays – 22 days holiday per year in addition to the 8 public holidays. The holiday year runs from 1 January to 31 December.
- Additional holiday - an additional day is accrued for every two years in the business.
- Birthday off work – birthday off work (outside of holiday entitlement)
- Flexible working hours – although your contract states 9-5.30pm with 1 hour for lunch, we operate a more flexible schedule depending on individual needs (discussed and agreed on an individual basis).
- Pension – you have the option to opt in or out once your probationary period has been successfully completed. The company contributes 3%.

- Personal development plan – after your probation, a plan is created with objectives for the year which includes training and development requirements.

Culture is important at Horizon Works which is why we organise a range of other activities and initiatives:

- Good Vibes Programme – monthly schedule of ‘at work’ events and activities, including community and charitable. We understand that it’s difficult for everyone to commit to time outside of work.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people, the environment or community.
- Yearly summer afternoon garden party – social event for the team in working hours 11.30am – 5.30pm.
- Festive afternoon lunch – social event in working hours 12-6pm for the team.
- Yearly strategy day – a day for the team to contribute to the company’s strategy and future. This is mixed with a team building activity.