

## Freelance / Contract Digital Marketing Manager

Remote with the option to work from our city centre studio.

Woven Films is a video production company working with organisations to create films with real people, where clarity, trust and reputation matter.

We're not just there to film. We act as trusted partners and creative guides, helping clients feel confident, take the pressure off, and deliver work they're proud to put out into the world.

We're now looking for a freelance or contract Digital Marketing Manager to help us communicate that more clearly and consistently.

We're not rushing to fill a role. We're looking to meet the right person and start conversations with people who are genuinely interested in what we're building.

### The Role

You'll take ownership of Woven's digital marketing, helping us move from "we make great films" to a more distinctive, client-first message that reflects how people actually experience working with us.

This is about creating content that makes the right people feel:  
"They get it. We'd be in good hands."

This is a hands-on role. You won't just be planning or managing content. You will be creating it.

You'll work closely with the founders, but you'll be trusted to shape ideas, test approaches, and make things happen, with access to all the in-house creative resources that come with working at a video production company.

There will also be opportunities to join shoots, capture behind-the-scenes content, and turn real projects into compelling, in-the-moment stories.

A key part of the role is improving how Woven shows up online. Having ownership of Woven's digital marketing, means you will be responsible for our CMS & socials, making sure our content is consistent and helping the right clients find us and understand what we do.

## What You'll Be Doing

- Developing a clear digital marketing strategy rooted in our positioning
- Creating content that reflects our clients' world, not just our work
- Developing a content calendar with a sign off process to post consistently
- Writing and publishing social content, leading with LinkedIn.
- Turning projects, client stories, and insights into compelling narratives using Woven's tone of voice.
- Writing and updating website content to improve SEO performance and GEO visibility
- Building out case studies and success stories that show partnership
- Repurposing Woven's video content to work on our digital platforms
- Capturing and creating behind-the-scenes content from live projects and shoots
- Topline reporting on what's working and tracking what resonates and evolving the approach

## What We're Looking For

- Proven experience in digital marketing, freelance or in-house
- Proven experience in CMS and social media creative content
- A strong understanding of digital marketing strategy with a focus on B2B
- Strong copywriting skills.
- Ability to think strategically and execute without overcomplicating
- Experience writing website content with SEO in mind
- Comfortable working independently and taking ownership
- You are a person drawn to positioning, messaging, and storytelling, not just posting.

## Nice to Have

- Experience working with agencies, production companies, or creative businesses
- Familiarity with LinkedIn-led content strategies
- Experience turning client work into case studies or narrative content
- Design and photography skills
- Experience working with video editors

## The Setup

- Freelance or contract role
- Flexible hours, likely 2 to 3 days per week to start
- Remote-friendly, with the option to work from our city centre studio
- Opportunity to join shoots and capture behind-the-scenes content
- Potential to grow into a longer-term role

This role is designed to be flexible. We care more about output and consistency than fixed hours, and we are happy to shape the setup around the right person.

## Why Work With Us

We are not trying to be another production company putting out generic content.

We are building a brand around something more specific:

- understanding what matters to our clients
- making complex projects feel calm and manageable
- delivering work that lands, because the process behind it works
- and keeping a sense of fun and character in how we work

You'll also get to work with genuinely lovely clients across a wide range of sectors. That might mean being out on location in the forest with organisations like Forestry England or the Woodland Trust, working with heritage brands such as English Heritage, Historic England, and The National Lottery Heritage Fund, or creating content for tech companies and public sector teams.

The work is varied, the environments are different, and no two projects feel the same.

Your role will be to help make that visible.

## How to Apply

If this sounds like a good fit, we would love to hear from you.

Please send:

- Your CV

- A short cover letter. Nothing formal, just tell us a bit about you and why this role interests you
- 2 to 3 examples of content you have created that you are proud of, with a bit of context on what it was trying to achieve

Send everything to [jobs@wovenfilms.co.uk](mailto:jobs@wovenfilms.co.uk) with the subject line:  
Digital Marketing Manager – Woven Films