

Job Description

Job Title:	Content & Communications Specialist	
Department:	Marketing	
Location:	Hybrid (split between Hampton Wick office and home-working)	
Country:	UK	
Level:	Individual Contributor	
Reports to:	Head of Marketing	
Responsible for:	N/A	
Contract Type:	Permanent / Full-time	
Contracted Hours/Days:	37.5 hours / 5 days per week	Date: 09.01.26

About Us

At Reveal, passion meets purpose. Our body-worn video solutions are more than just technology; they're a testament to our commitment to safety, innovation and change. Rooted in the UK, we've become a trusted ally for many police forces, local authorities, retailers and private organisations; helping to pioneer and drive the application of body-worn video in settings and geographies where we can see exciting potential. With an influence now spanning over 40 countries, our mission to make a positive impact continues to gain momentum.

Purpose of the Role

The Content & Communications Specialist is responsible for ensuring that Reveal's marketing communications are strategically aligned with organisational objectives and the needs of external audiences across the sectors and geographies we serve. You will create targeted and effective integrated marketing campaigns in collaboration with the Marketing department and oversee content marketing and customer communications for Reveal to ensure thought leadership, our voice and messaging are valued by our audiences, as well as being insightful, original and on-brand. Ultimately, you will embody the voice of the organisation.

This role plays an important part in supporting Reveal's mission to deliver trusted, high-quality solutions that make the world safer.

Key Responsibilities

The following outlines the principal responsibilities of the role. This list is not exhaustive and may be updated to reflect business needs, provided it remains aligned with the overall purpose of the position.

Content Strategy & Customer Communications

- Own and execute Reveal's content marketing strategy, ensuring alignment with organisational objectives and the needs of external audiences across the sectors and geographies we serve.
- Ensure all content and communications support Reveal's mission, brand positioning, and customer-focused objectives.
- Take ownership of customer-facing communications, ensuring relevance, clarity, and value across all stages of the customer lifecycle.

Integrated Campaign Support

- Support demand generation-led marketing campaigns by developing and delivering high-quality, on-brand content in collaboration with the Marketing team.
- Work closely with the Senior Demand Generation Manager and external agencies to produce original content that supports integrated marketing campaigns.
- Ensure campaign content is consistent in tone of voice, aligned to messaging frameworks, and effective in supporting campaign objectives.

Brand Voice, Messaging & Governance

- Embody and champion Reveal's brand voice across all customer-facing marketing communications.
- Apply existing brand and tone-of-voice guidelines, while actively contributing to the ongoing development and evolution of messaging.
- Review and refine content produced internally and externally to ensure consistency, impact, and alignment with brand standards.
- Collaborate closely with the Graphic Designer to align messaging with creative execution.

Content Creation, Editorial Planning & Localisation

- Take a hands-on role in creating and adapting a wide range of content formats, including long-form articles, short-form copy, video, infographics, event-related content, and campaign assets.
- Own editorial planning for prospect communications, ensuring a consistent and effective content cadence across channels.
- Localise and adapt existing content to ensure relevance across different markets, sectors, and audience needs.

Customer Advocacy & Lifecycle Communications

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- Coordinate effective and consistent marketing-owned customer communications across the customer lifecycle, from prospect through onboarding, retention, and expansion.
 - Collaborate closely with Customer Success, Support, and Account Managers to develop and deliver customer advocacy content, including case studies, testimonials, and customer stories.
 - Ensure customer communications support long-term engagement, retention, and expansion objectives.

Digital Performance, Reporting & Optimisation

- Apply a strong understanding of digital performance to ensure content resonates and performs across channels including website, email, social media, and search (AEO/GEO/SEO).
- Work closely with the Digital and Marketing Operations Manager to plan, measure, and optimise content performance.
- Run content and campaign reporting, using relevant platforms and tools to analyse performance and inform continuous improvement.

Thought Leadership & Market Engagement

- Develop insightful, original, and valuable content that reinforces Reveal's thought leadership across priority sectors and audiences.
- Deliver both proactive and reactive thought leadership content, including commentary, opinion-led pieces, and longer-form perspectives.
- Support executive visibility through content creation and ghostwriting where appropriate.

Qualifications, Skills and Experience

Essential

- 3+ years' experience in marketing, content, or marketing communications roles.
- Proven experience developing and implementing a content marketing strategy aligned to organisational and campaign objectives.
- Demonstrable hands-on experience producing high-quality, customer-facing content through writing, editing, and adaptation across a range of formats and channels.
- Strong storytelling ability and a customer-centric mindset, with experience creating content that delivers insight, relevance, and value.
- Experience supporting integrated, demand generation-led marketing campaigns in collaboration with cross-functional teams and external agencies.
- Strong understanding of digital performance and optimisation, including website, email, social media, and search (AEO/GEO/SEO).
- Experience applying brand and tone-of-voice guidelines and reviewing content to ensure quality, consistency, and impact.

- Experience adapting and localising content to meet the needs of different markets, sectors, and audiences.
- Exceptional attention to detail, with strong copywriting and proofreading skills.
- Highly organised self-starter with strong project and time management skills, able to manage multiple priorities under time pressure.
- Adaptable and comfortable operating in a fast-paced, complex environment, with a growth mindset and commitment to continuous improvement.
- Excellent communicator with strong interpersonal and emotional intelligence skills, able to build effective working relationships and exercise sound judgement.

Desirable

- Degree or professional qualification in marketing, communications, journalism, or a business-related field.
- Experience working with CRM, CMS, and marketing automation platforms.
- Experience creating customer advocacy content such as case studies, testimonials, or executive thought leadership.
- Experience supporting executive or senior stakeholder communications, including ghostwriting.

Working at Reveal

Joining Reveal Media isn't just about taking on a job - it's about being part of a family that champions change. We combine our passion for innovation with a genuine desire to make the world safer. Here, every challenge becomes an exciting project, every solution a collective win. Surrounded by a diverse, forward-thinking team, you'll experience a culture where ideas flourish, growth is nurtured, and every day is an opportunity to make a real difference. And with an array of benefits tailored to your wellbeing and development, we ensure that while you're taking care of our mission, we're taking care of you.

Your Benefits

Please see separate document for our full list of benefits. These include:

- **Private Medical Insurance:** Your health matters, and we've got you covered.
- **Birthday Off:** Celebrate your day your way – it's on us.
- **Holiday Purchase:** Need more downtime? Purchase up to an additional 5 days holiday.
- **Employee Assistance Programme:** Confidential 24/7 helpline and support for you and your immediate family.
- **Time for You:** We value your personal time. That's why we aim to finish work at 2pm on Fridays.
- **Better Working:** We embrace hybrid working and, where it is operationally practicable, we support employees splitting their working time between the office and home.

- **Pension:** Plan for tomorrow with our pension scheme.

Sustainability & Responsibility

Reveal is committed to operating responsibly and reducing our environmental impact. We continually review our products, operations and partnerships to support more sustainable outcomes and encourage our people to contribute to positive environmental change.

Equality, Diversity & Inclusion (EDI)

We are committed to building an inclusive and equitable workplace where every individual feels respected, valued and empowered to succeed. We recognise that diverse backgrounds, perspectives and experiences drive innovation and excellence. As such, we actively welcome and encourage applications from all sections of the community.

Acknowledgment:

I acknowledge receipt of this job description and understand the responsibilities and requirements of the role. I am aware that this is not an exhaustive list and may be updated, from time to time, to reflect business needs and organisational priorities, while remaining aligned with the overall purpose of the position.

Employee Name:	Date:
Employee Signature:	