DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Job Title Content Manager

Key focus of the role

Your focus will be to lead and manage the digital content side of the Content Team. You will be responsible for delivering against the multi-channel, multi-format content roadmap, created in collaboration with the Senior Content Manager. You will ensure your team and website editors across the organisation put audience needs at the forefront of all digital content, as well as uphold the highest standards in SEO, accessibility and readability best practice.

Key deliverables

- Line manage and develop a team of content producers to deliver high-quality digital and, on occasion, print content on time, within budget and in line with the content strategy.
- Alongside the Publications Manager, develop and uphold content governance for the team, including owning the Content Toolkit, improving content production processes and developing training.
- Work with our website Product Owner, and external agencies, to optimise website content for search, accessibility, readability and user experience and continually develop innovative content design solutions.
- Project manage integrated content marketing campaigns, working closely with the Strategic Marketing team, to create seamless journeys across various touchpoints including website, email and social channels.

Contractual information

- Contract type: Permanent
- Hours: 35 hours (Full-Time)
- Band: 5

Key working relationships internal

All teams and directorates across Diabetes UK.

Key working relationships external

Digital development agencies, search and marketing agencies, creative content agencies, freelance copywriters, editors, volunteers, health-related charities and people with diabetes, their families and friends.

Directorate and team

This role sits in the Content and News Team in the Engagement and Fundraising Directorate

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                    Marketing and
                    Communications
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        ----------------------------------------
        |                 |                      |
  Digital Experience  Content and News   Brand and Creative
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Job and reporting line

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                    Senior Content
                       Manager
                          |
        ----------------------------------------
        |                 |                      |
   Publications       Content            Media Sales
    Manager           Manager             Manager
                          |
              ----------------------------
              |                          |
         Content              Physical
         Producer          Acitivity Content
                              Producer
              |                          |
         Part-time              Part-time
          Content                Content
         Producer               Producer
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All jobs at Diabetes UK are based on our competency framework called the **What-How Framework.** In the following sections we've listed:

- the key activities you'll undertake **(the What)** and
- the skills, knowledge, experience and behaviours you need to be successful in this role **(the How).**

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – <u>What</u> you need to do

Managing and developing others	Building external relationships	Collaborating with colleagues	Improving delivery
1. **Manage a team of content producers and contributors to deliver content strategy. (S)** 2. Manage team capacity, workload and deliverables and external contributors to maintain high standards of output working under pressure to tight deadlines. 3. Provide accurate, timely content data and insight reporting using Google Analytics and other tools and communicate shared learnings. 4. **Manage the digital content budget and financial forecasts. (S)**	5. Act as digital content expert to engage target audiences. 6. **Produce consistently high-quality, engaging content, aiming to meet and exceed targets and KPIs. (S)** 7. Manage relationships with external digital agencies. 8. Devise always-on content marketing strategies across social channels liaising with the Social Media Manager and support wider social marketing campaigns.	9. Deliver complex Marcomms projects in line with the overall organisational strategy, working with multiple stakeholders to tight deadlines. 10. Act as Brand Champion, represent the team for brand campaigns and deliverables. 11. Lead on internal PR and communications to celebrate team success.	12. Ensure content governance and best practice across digital channels, making sure content is compliant and up to date. 13. **Manage the content calendar and keep track of business as usual and special projects concurrently (S).**

Skills, knowledge, experience and behaviours – <u>How</u> you need to do it

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Managing and developing others	Building external relationships	Collaborating with colleagues	Improving delivery
1. Experience managing a team of editors and/or producers to deliver content in a busy environment. (S) 2. Demonstrate excellence in copywriting and editing long and short form content. (S) 3. Significant experience of website production and content management systems (preferably Drupal 8) for consumer-facing websites. 4. Experience working on complex, multichannel projects collaborating with key contributors and senior stakeholders.	5. Knowledge of information architecture and UX; how to structure content to drive engagement, putting the audience at the forefront. 6. Ability to adapt to different digital channels and audiences to engage and communicate complex information in a clear and accessible way. 7. Track record managing relationships with external content, marketing and digital agencies and contributors. 8. Demonstrate knowledge of SEO and data insight tools such as Google Analytics for accurate reporting and performance management. (S)	9. An enviable portfolio showing a proven track record of developing creative campaigns involving engaging content across various touch points. (S) 10. Use personas and marketing segmentation data to steer content or communication decisions. 11. An understanding of content marketing in all forms – copy, video, photography, graphics, audio.	12. Lead on content best practice in line with style and tone of voice, including readability and accessibility. (S) 13. Demonstrate leadership in innovative thinking, problem solving and creative vision. 14. Have a thorough understanding of data insight and key metrics to evaluate and measure success. 15. Keep up with latest trends in content strategy, digital innovation and content marketing.

Qualifications – Qualifications you need to carry out this role
N/A