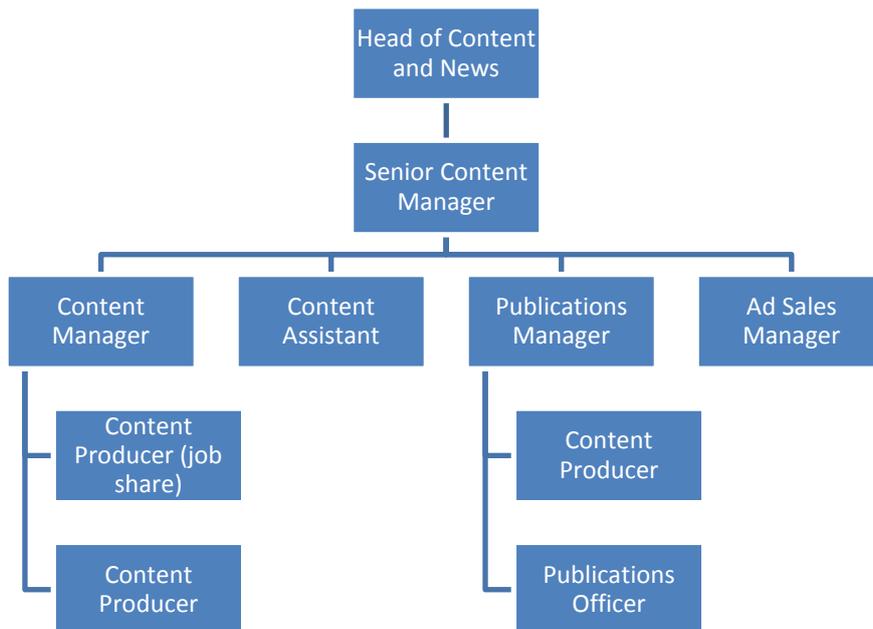


Job Title Content Producer

DIRECTORATE:	Engagement and Fundraising
SECTION:	Content
REPORTING TO:	Content Manager
CONTRACT:	Permanent, full-time



WORKING RELATIONSHIPS:

Inside Diabetes UK
Brand and Creative (including the Video Producer who manages all video content), Digital, Clinical, Strategic Marketing, Press.
Outside Diabetes UK
Digital and content production companies, creative content agencies, copywriters, editors, photographers, videographers, health-related charities, and people with diabetes and their families and friends.

OVERALL PURPOSE OF THE JOB

Reporting to the Content Manager, your focus will be to produce audience-first, digital content across our website and social media channels. This will mainly involve planning, sourcing, editing and producing high-quality, creative and engaging digital content and online resources (and occasionally offline).

This role will harness the power of great storytelling with great writing and ensure we put the audience at the forefront of all content created (including copy, video, photos, graphics and audio). You will ensure that all content created is reflective of our brand essence, and always embodies our tone of voice characteristics: authentic, inspiring, frank, confident and human.

You will also provide support and guidance on content to other teams around the organisation, leading by

example and sharing best practice.

MAIN DUTIES AND RESPONSIBILITIES:

- Conceive, edit, develop and produce new content as well as update existing content for our website and other multimedia channels, in line with priority areas of work and organisational strategic objectives.
- Plan, research, project manage, write, produce, sub and proof content across a range of outputs, including but not limited to online and offline information resources.
- Use SEO, keyword research and analytics to ensure best performance of content and ensure there are regular review check points in place.
- Work to continually improve webpage navigation, performance and readability.
- Support the Content Manager to build a culture of content that is co-produced by people with diabetes and their families, and user-generated content is captured and embedded wherever possible and appropriate.
- Produce responsive content to be reactive to live situations when needed.
- Create clear briefs for creative assets needed to support content production, like infographics and video content, and review assets as a content expert.
- Manage agencies and external providers to deliver content and digital products. This includes full project management from concept to delivery, including reviewing responses, managing internal stakeholders' requirements and approvals, ensuring the delivery of content on time and within agreed budgets.
- Provide content support to other areas of the organisation, including training CMS users, and contribute to creative ideas generation as and when required.
- Keep up-to-date on the latest content, digital and publishing developments.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate extensive practical knowledge and experience of working with a content management system (CMS), or any other web authoring package, ideally Drupal 8 CMS.
- Provide excellent copywriting, editing and proofreading skills, demonstrating good editorial judgement particularly for the web, digital platforms and newsletters.
- Expertly leverage the use of Search Engine Optimisation, Google Analytics and other analytic tools to make informed decisions.
- Work with content production agencies and write briefs for agencies.
- Use knowledge of industry best-practices, including content delivery standards, accessibility and usability.
- Work collaboratively as part of team and across multiple teams, as well as independently.
- Show excellent verbal communications skills.
- Work with and influence staff at all levels in an organisation.
- Show an enviable portfolio with a proven track record of developing creative solutions and engaging content.
- Demonstrate a high level of attention to detail.

The best person for this job will have experience in:

- Relevant digital content planning and production environments.
- Project management, from concept to delivery.
- Writing, editing and creating content for different audiences.

- Monitoring and evaluating content activity.
- Setting and working to busy schedules, working under pressure in a fast-paced environment and to tight deadlines.
- Working with content agencies to develop audio visual content.
- Working with open source CMS platforms.
- Creating social media and digital marketing content.
- Working in the Charity/NFP sector.
- Editorial/journalism tasks.

The best person for this job will be:

- An excellent editor and writer, with a meticulous attention to detail.
- Driven to succeed – a completer-finisher.
- A clear and organised communicator.
- Able to hit the ground running, learning to navigate a complex organisation and its policies and procedures.
- A people person – good at building relationships.
- Able to identify and overcome problems using their own initiative.
- An experienced and successful project manager.
- Passionate about making a difference to the lives of people living with diabetes, so that they have the information and support they need, and helping to improve their long-term health outcomes.