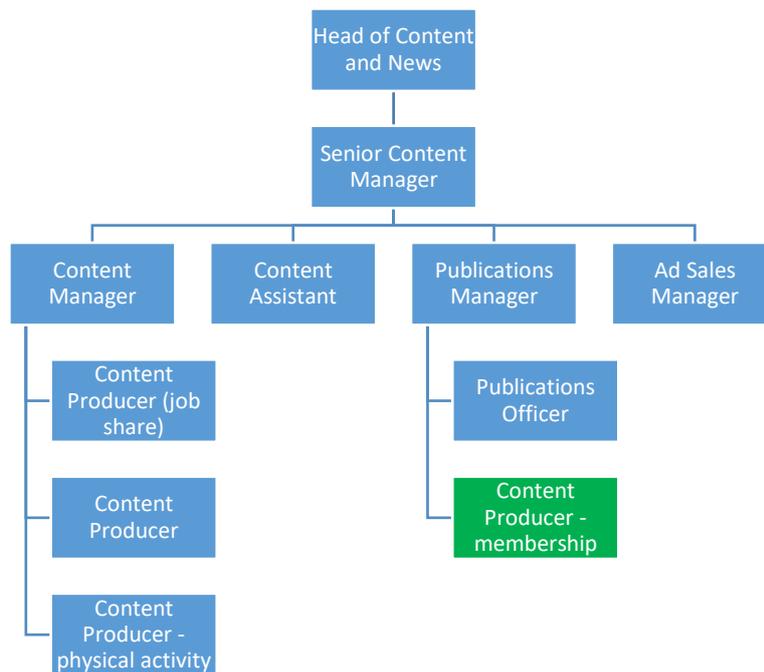


Job Title: Content Producer – Membership

DIRECTORATE:	Engagement and Fundraising
SECTION:	Content and News
REPORTING TO:	Publications Manager
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
Content team, Membership team, Clinical, Strategic Marketing, Brand and Creative, Digital, Press.
Outside Diabetes UK
Magazine agency, Diabetes UK members, freelancers, healthcare professionals, people with diabetes and their family and friends.

OVERALL PURPOSE OF THE JOB

We are looking for a talented Content Producer to evolve our online and offline membership content. This would include content for new member acquisition as well as content to reward existing members’ continuing loyalty and financial commitment to the charity. Members would be provided with earlier access to, and deeper engagement with, the issues and topics that matter most to them.

Working closely with the Membership team, you will be responsible for helping us build an excellent membership experience by using audience insights to plan, produce and evaluate high-quality content for our

print and digital platforms. By using great storytelling and content design skills, you will create excellent customer journeys and improve membership acquisition and retention.

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.

MAIN DUTIES AND RESPONSIBILITIES:

- Balance magazine – work with the magazine agency and Publications Manager to help conceive, edit, develop and produce new content as well as being the day-to-day contact with the magazine agency.
- Email newsletters – use an email marketing platform to engage existing members. Work with Marketing team to produce monthly, tailored membership emails, own an editorial plan and evolve emails based on evaluation and insights.
- Digital content – work with the Content Manager to reuse and repurpose existing print content for online, to create seamless digital journeys and engage members with audience-focused content.
- Use personas and marketing segmentation to identify target audiences and user needs across various content formats. Use this information to plan, research, write, produce, sub and proof content across a range of cross-channel outputs.
- Use customer journey mapping and other user-centred content design techniques to take members on valuable and engaging journeys.
- Source, interview and write up new stories of people living with or affected by diabetes. Build relationships with members to help us co-create content and for them to become advocates for us and inspire others to be members.
- Develop or commission a range of assets to support content production (social media, emails, newsletters, advertising opportunities and press). Work closely with the Creative team to explain and share photography and videography requirements.
- Work closely with the Membership team, developing new ways of working to ensure a more integrated approach across Marketing, Communications and Fundraising.
- Build relationships with other key teams across the organization and identify opportunities to produce appropriate ‘inside track’ content exclusively for members.
- Identify opportunities to integrate a range of product offers, discounts and experiences for members.
- Use technical knowledge of SEO, a CMS and Google Analytics to optimise content and evaluate performance for key stakeholders, including regular reports and analysis on key projects and membership activities.
- Provide content support to other teams around the organisation, including training CMS users, leading by example and sharing best practice in content development and offering creative solutions.
- Use knowledge of industry best-practices, including content delivery standards, accessibility and usability.
- Keep up-to-date on the latest content, digital, publishing and membership marketing developments.

PERSON SPECIFICATION:

The best person for this job will have the following skills:

- Excellent content design skills in editing, writing, commissioning and reviewing content across print and digital.
- Demonstrate excellent verbal communications skills and the ability to work with and influence staff at all levels in an organisation as well as external agencies.
- Work collaboratively with a wider team and cross-organisationally, as well as independently.
- Be exceptionally organised.
- Commitment to producing quality work with an eye for detail.
- Set and work to busy schedules, working under pressure in a fast-paced environment and to tight deadlines.
- Demonstrate extensive practical knowledge and experience of using email marketing software and working with a content management system (CMS).

- Ability to draw out stories and be great at re-telling them in copy, commissioned videos and images, and repurposing them for our print, social and website channels.

The best person for this job will have the following experience and qualifications:

- Demonstrate an enviable portfolio of developing creative solutions and engaging content.
- Copywriting, editing and proofreading skills demonstrating good editorial judgement particularly for print, magazines, email newsletters and digital platforms.
- Print and digital content planning, production and marketing, including understanding how content can be used and repurposed for different channels.
- Project management from concept to delivery.
- Writing, editing and creating content for different audiences by using user-centred design techniques such as customer journey mapping, using marketing segmentation and personas.
- Knowledge of Search Engine Optimisation, Google Analytics, Facebook Analytics and other analytic tools to make informed decisions.
- Working with content agencies, writing briefs and managing freelancers to develop audio visual and written content.
- Monitoring and evaluating content activity.
- Experience of roles related to fundraising and growing income.
- Educated to degree level or equivalent in a communications or related discipline.
- Working for a similar sized charity or membership organisation in a marketing role (desirable).

The best person for this job will be:

- An excellent writer and editor, with meticulous attention to detail
- Audience and insight focussed – use data and insight to make informed decisions
- Up-to-date on the latest content, digital and publishing developments
- Knowledgeable of industry best-practices, including content delivery standards and usability.
- Exceptionally organised with excellent time management
- Able to hit the ground running, learning to navigate a complex organisation and its policies and procedures
- A team player, with the ability to work with colleagues across the organisation
- A clear and organised communicator
- Creative, solution-focused and able to think outside the box using their own initiative
- 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.