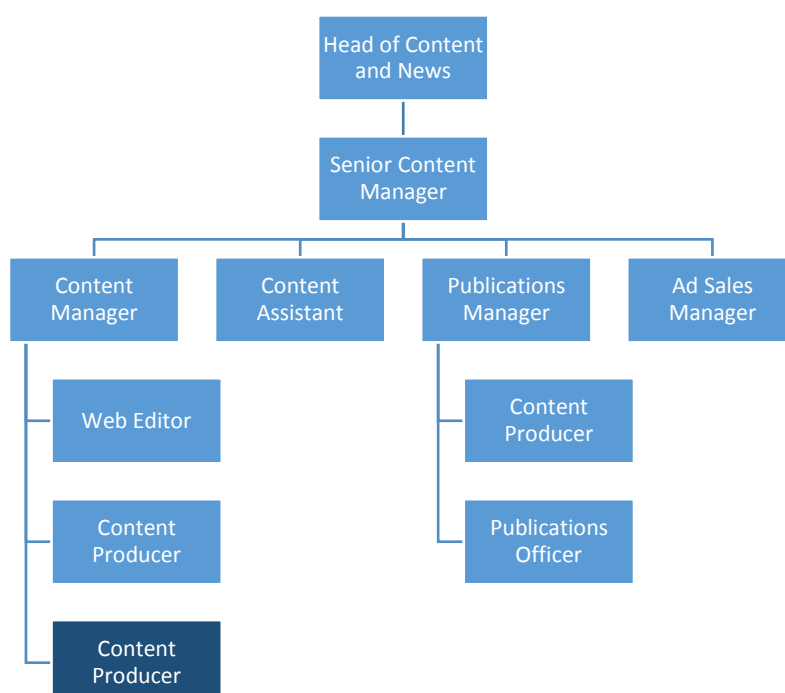


Job Title: Content Producer

DIRECTORATE:	Engagement and Fundraising
SECTION:	Content and News
REPORTING TO:	Publications Manager
CONTRACT:	12 month FTC



WORKING RELATIONSHIPS:

Inside Diabetes UK
All teams, directorates, governance committees and project groups within Diabetes UK, in particular the Membership team.
Outside Diabetes UK
Print & delivery managers, freelancers, agencies and suppliers, readers, including digital audiences, members of the public, healthcare professionals, PR agencies, health-related charities and other organisations

OVERALL PURPOSE OF THE JOB

This is a new role in the Content team designed to support planning, creating and delivering a new and differentiated content experience for our paying members across both digital and offline channels. Based on

the latest insights and metrics, they will be responsible for bringing a membership tone of voice and a more personal and curated journey through to our expert advice.

The Content Producer will collaborate closely with colleagues to ensure they're up-to-speed and aligned on all content and membership development plans.

Acting as *the* content champion for members in all our communications channels, the Content Producer will help to reward members' continuing loyalty and financial commitment to the charity by evolving a membership content 'eco-system' which provides them with earlier access to, and deeper engagement with, the issues and topics that matter most to them. The job holder 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:

- Work with the Publications Manager help to conceive, edit, develop and produce new content as well as repurpose existing content for members across our subscription magazine Balance, monthly member emails and for online purposes too.
- Work and collaborate with the membership team and Publications Manager to produce monthly, tailored membership emails, own an editorial plan and evolve email versions and options in line with segmentation.
- Develop or commission a range of assets, including video and images, to support the promotion of membership.
- Identify opportunities to integrate a range of product offers, discounts and experiences using best practice in content development.
- Plan, research, write, produce, sub and proof content across a range of cross-channel outputs.
- Support in the delivery of the membership magazine, Balance. Propose, commission and write articles, identify opportunities for additional video content as well as repurpose print articles for online use.
- Use SEO, keyword research and analytics to ensure best performance of content and ensure there are regular review check points put in place.
- Understand and utilise insights and metrics, including Google Analytics, to evaluate and improve membership content and report back to the organization
- Create clear briefs for creative assets needed 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.
- Provide regular reports and analysis on key projects and membership activities.
- Build relationships with key teams across the organization and identify opportunities to produce appropriate 'inside track' content exclusively for members
- Support and guide on content to other teams around the organisation, leading by example and sharing best practice in line with the Diabetes UK governance framework.
- Support with managing agencies and external providers to commission content and digital products.
- Offer content support to all areas of the organisation and contribute to creative ideas generation.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Be exceptionally organised.
- Work as a part of a team as well as independently.
- Demonstrate excellent verbal communications skills and the ability to work with and influence staff at all levels in an organisation.
- Demonstrate a high level of attention to detail.
- Set and work to busy schedules, working under pressure in a fast-paced environment and to tight deadlines.

The best person for this job will have experience in:

- Copywriting, editing and proofreading skills demonstrating good editorial judgement particularly for the web, digital platforms and newsletters.
- Digital and print content planning and production.
- Project management from concept to delivery.
- Writing, editing and creating content for different audiences.
- Monitoring and evaluating content activity.
- Creating e-newsletters and writing for different audiences.
- Working with content agencies to develop audio visual content.
- Open source CMS platforms or any other web authoring package.
- Creating social media and digital marketing content.
- Using Search Engine Optimisation, Google Analytics and other analytical tools
- Working with content production agencies and writing briefs for agencies.

The best person for this job will be:

- Demonstrate an enviable portfolio of developing creative solutions and engaging content.
- Up-to-date on the latest content, digital and publishing developments.
- Knowledgeable of industry best-practices, including content delivery standards and usability.
- Educated to degree level or equivalent in a communications or related discipline.