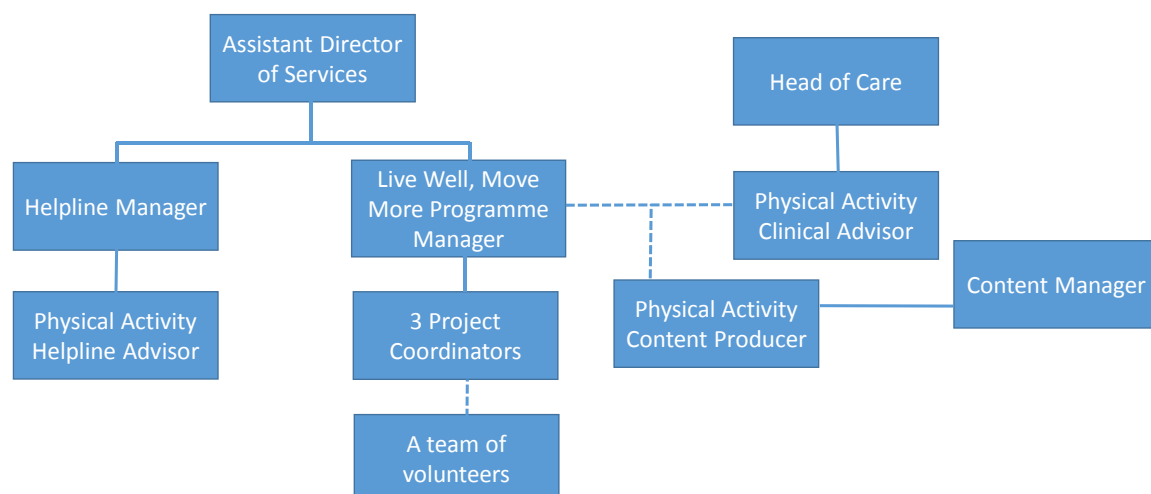


## Content Producer – Physical Activity

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Content
<b>REPORTING TO:</b>	Content Manager
<b>CONTRACT:</b>	Fixed-term contract ending 31 May 2022



## WORKING RELATIONSHIPS:

<b>Inside Diabetes UK</b>
Clinical, Strategic Marketing, Brand and Creative (including video producers), Digital, Press, Customer Care Centre, Regional and national teams across the UK.
<b>Outside Diabetes UK</b>
Sport England, digital and creative agencies, copywriters, editors, photographers, videographers, health-related charities, and people with diabetes and their families and friends.

## OVERALL PURPOSE OF THE JOB

We are looking for a talented Content Producer to play a vital role in our mission to support more people with and at risk of diabetes to live better and more confidently.

Your focus will be to produce audience-first content across multiple touchpoints to support people affected by diabetes to be physically active. As a key member of the Live Well, Move More cross-charity project group, you will use audience insights to plan, produce and evaluate high-quality content for our digital platforms, in print, and across our social media channels. You won't just be writing excellent copy – you'll be involved in video, photography, graphic and audio content too. This content will form the basis of social, email and paid ad content, signposting those audiences to more detailed website content and a print toolkit. An expert in

content marketing, you'll know how to increase the reach and engagement of your content, and how to build excellent customer journeys to drive conversions.

This role will harness the power of great storytelling with great content design, helping the user to understand the role physical activity plays in a healthy lifestyle. 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 expertly leverage the use of Search Engine Optimisation, Google Analytics and other analytic tools to make informed and timely decisions. And you will have experience with content management systems and offer support on best practice to devolved web editors across the organisation.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Work as part of a Live Well, Move More cross-charity project team, proactively keeping the group updated with clear and collaborative communication.
- Use personas and marketing segmentation to identify target audiences and user needs across various content formats, helping stakeholders understand the process.
- Customer journey mapping across the wider wellness content ecosystem, including physical activity content, Learning Zone behaviour change platform, physical challenge events and healthy lifestyle content.
- Carry out search intent research, competitor analysis and expertly use Google Analytics data as part of insights gathering for targeted content development as well as evaluation post-publication.
- Planning, writing, commissioning digital and print content – including editing existing content – in line with priority areas of work and organisation strategic objectives.
- Influencing stakeholders on content marketing best practice, identifying new or missed opportunities to drive and improve activity content assets.
- Produce responsive content to be reactive to live situations and scenarios.
- Work with internal Creative stakeholders, and external agencies and providers, to deliver content and digital products. This includes full project management, from brief to delivery, including writing clear briefs, reviewing responses, managing stakeholders' requirements and approvals, ensuring the delivery of content on time and within agreed budgets.
- Offer content support to all areas of the organisation, including training CMS users, and contribute to creative ideas generation.
- Support the Content Manager to build a culture of content that is co-produced by people with and affected by diabetes.
- Work to continually improve webpage navigation, performance and readability.
- Keep up-to-date on the latest content, digital and publishing developments.

## **PERSON SPECIFICATION:**

### **The best person for this job will be able to:**

- Build relationships and communicate clearly with external organisations and stakeholders.
- Provide excellent content design skills in editing, writing, commissioning and reviewing content across all digital mediums and in print.
- Demonstrate extensive practical knowledge and experience of working with a content management system (CMS), or any other web authoring package, ideally Drupal 8 CMS.
- Expertly leverage the use of Search Engine Optimisation, Google Analytics, Facebook Analytics and other analytic tools to make informed decisions.
- Use knowledge of industry best-practices, including content delivery standards, accessibility and usability.
- Work collaboratively with a wider team and cross-organisationally, as well as independently.
- Show excellent verbal and written 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:**

- Digital content planning, content marketing and content production.
- Project management, from concept to delivery.
- Writing, editing and creating content for different audiences.
- Monitoring and evaluating content activity.
- Setting deadlines and working to busy schedules, in a fast-paced environment and to tight deadlines.
- Working with agencies and video producers to develop audio visual content.
- Working with open source CMS platforms and YouTube.
- Creating social media and digital marketing content.
- The Charity/NFP sector
- Editorial/journalism tasks

**The best person for this job will be:**

- Customer-driven
- 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.
- An experienced project manager.
- Able to identify and overcome problems 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.