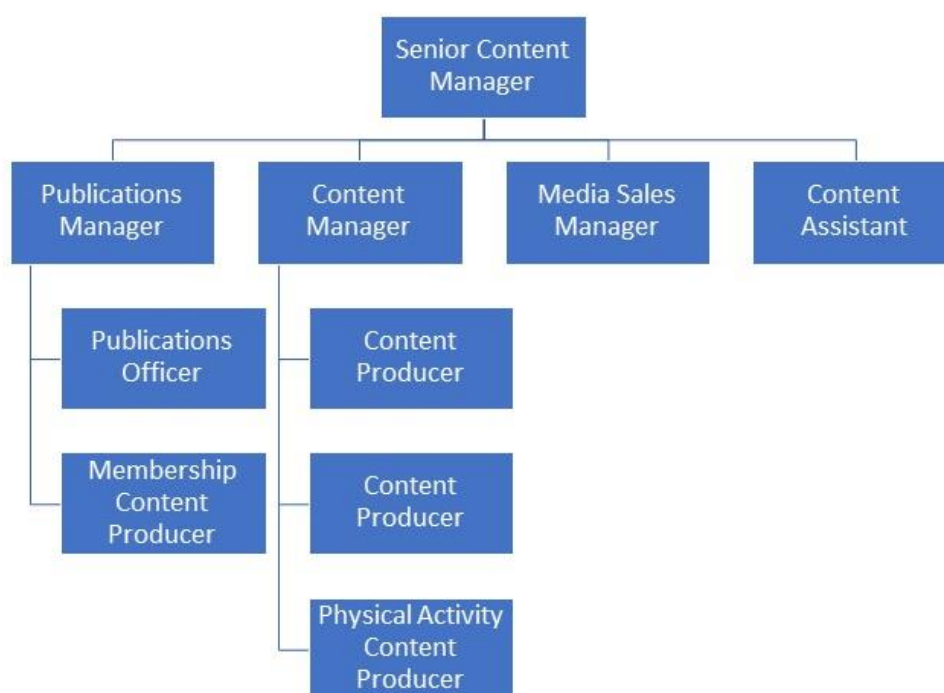


## Job Title – Content Manager

DIRECTORATE:	Engagement and Fundraising
TEAM:	Content and News
REPORTING TO:	Senior Content Manager
CONTRACT:	Fixed-term contract ending 2 November 2021



## WORKING RELATIONSHIPS:

<b>Inside Diabetes UK</b>
All teams and directorates across Diabetes UK.
<b>Outside Diabetes UK</b>
Digital development agencies, search and marketing agencies, creative content agencies, freelance copywriters, editors, videographers, people with diabetes and their families and friends.

## OVERALL PURPOSE OF THE JOB

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 Content Producers in your team and devolved website editors across the organisation put audience needs at the forefront of all digital content created, as well as uphold the highest standards in SEO, accessibility and readability best practice.

An expert in combining the power of storytelling with a strong brand voice, you will understand what successful content marketing looks like for content in all forms – including copy, video,

photography, graphical and audio. You will use this expertise to consult colleagues across Diabetes UK on marketing and communications integrated campaigns, building the Content Team's reputation as Diabetes UK's expert internal content agency.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Line manage and develop a team of content producers to deliver high-quality digital content, including some print content where necessary.
- Alongside the Publications Manager, be jointly responsible for developing and upholding content governance for the team, including owning the Content Toolkit and working with subject matter experts across the organisation to improve content production processes and develop training.
- Advise Senior Content Manager on digital content gaps and priorities for the content roadmap and be responsible for overseeing the delivery of digital content on time and within budget against this roadmap.
- Support the Senior Content Manager in delivering the content strategy set by the Head of Content and News. Deputise for Senior Content Manager when required.
- Conceive, 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 organisation strategic objectives.
- Work closely with the Product Owner of the website and external agencies to optimise website content for search, accessibility, readability and user experience.
- Use tools and data to ensure content is user-centred, to evaluate success and to report performance to senior stakeholders – including personas, marketing segmentation, keyword tools and Google Analytics.
- 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.
- Collaborate with the Brand and Creative team to deliver user-centred video and graphical content, including writing clear briefs for agencies and managing external content production projects through from brief to delivery to evaluation.
- Drive a culture of co-produced content with people affected by diabetes and implement guidance to support this.
- Keep up to date with the latest content, digital, marketing and publishing trends – driving your team to continually develop and to identify innovative and creative content design solutions for users.
- Offer ad hoc content support to all areas of the organisation, acting as the internal content agency.

## **PERSON SPECIFICATION:**

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

- User-centred content design skills – excellence in writing and editing as well as a great understanding of video and graphical content marketing best practice.
- Exceptional organisational and project management skills.
- Ability to work as a part of a team as well as independently.
- Excellent written and verbal communications skills and the ability to work with and influence staff at all levels in an organisation.
- Ability to keep up to date on the latest digital trends and emerging consumer technology.
- Excellent technical skills in Google Analytics, interpreting data and SEO.
- High level of attention to detail.

- Best practice in accessibility, usability and readability for those with lower literacy levels.
- Optimising customer journeys across a website to drive reach, engagement and conversion.

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

- Managing a team of editors or producers to deliver content.
- Extensive copywriting experience, adaptable to different digital channels and audiences which engage and communicate complex information in a clear and accessible way.
- Significant experience of website production and content management systems (preferably Drupal 8) for consumer-facing websites, including knowledge of information architecture and how to structure content putting the audience at the forefront of everything.
- Working with and managing content, marketing or digital agencies.
- Working with senior stakeholders to develop and drive content across all projects (large and small).
- Monitoring and evaluating content activity.
- Using personas and marketing segmentation data to steer content or communication decisions.
- Setting and working to busy schedules, working under pressure and to tight deadlines.
- An enviable portfolio showing a proven track record of developing creative solutions and engaging content.
- Working in a charity/not-for-profit sector.

The best person for this job will be:

- Passionate about giving users excellent content experiences.
- Highly organised and will love collaborating with others to achieve strategic goals.
- Able to hit the ground running, quickly learning to navigate a complex organisation and its policies and procedures.
- Able to overcome problems by identifying creative solutions and new opportunities.
- A highly professional communicator, with the ability to tailor communications to a range of audiences and channels.
- Enjoy a mixture of hands-on content production and managing a team to deliver content.
- Excited by the latest trends in content design, digital innovation and content marketing.
- Have an awareness and understanding of diabetes.
- Willing to occasionally work out of hours.