

Job Description

Job Title: Digital Content Manager - WHP JETS

Reports to: Group Head of Curriculum and Learning

Salary Range: £35,000 - £40,000

Location: Home Based covering Central, Home Counties and London

Purpose:

This role will be aimed at supporting the performance of the expanded Work and Health Programme Job Entry: Targeted Support (WHP-JETS).

This is a newly created role for a Digital Content Manager to join our growing team. We are looking for a proactive and knowledgeable individual to take the lead on digital content development to support the WHP-JETS programme. You will be an expert in digital content writing.

As a Digital Content Manager, you will be responsible for a team of digital content creators creating, improving, and maintaining a range of content to help Shaw Trust group achieve its goals. We are looking for a candidate who possesses the ability to think both creatively and analytically to lead a team to achieve the highest quality.

Digital Content Manager duties include producing and publishing content, writing, editing and proofreading, formulating content strategies and managing a content team, among other tasks.

Content Manager Responsibilities:

1. Working closely with the Head of Curriculum and Learning to develop the content strategy aligned with short-term and long-term goals of the Shaw Trust Group.
2. Collaborate with marketing and Curriculum team to plan and develop site content, style and layout to ensure that we are providing content for our programmes that is engaging, accessible and effective.
3. To manage the Digital Content Creators to develop digital content, learning materials and information such as CV, interview techniques and tools linked to e – learning career pathways.
4. Manage the creation of a wide range of high quality, engaging content using the latest digital means.

5. Ensure effective content management of all customer portal or E- Learning sites for job search or learning.
6. Contribute regularly to the improvement of digital knowledge within the department and across Shaw Trust as required.
7. Work within the wider curriculum team on projects that will widen our reach in new markets.
8. Work with the Head of Curriculum to develop a digital strategy, which will feed into the Content strategy to enable staff digital capabilities to increase.
9. Ensuring that content created by the Digital Content team for Shaw Trust's intranet, suite of websites and other digital tools meet the WCAG accessibility guidelines.
10. Develop an editorial calendar and ensure content is quality checked, edited and proofread before publishing.
11. Lead on the development of innovative and creative methods to engage and retain engagement of participants on WHP / JETs programme with a wider connection to the Shaw Trust Learning and Skills activity across the group. Collaborating with sector delivery experts to develop new ideas and content.
12. Manage all aspects of content production including blogs, articles, email marketing, imagery and videos
13. Provide advice and strategic counsel and overseeing implementation of projects as appropriate.
14. Management of external suppliers ensuring projects are satisfactorily completed, meeting time and budgetary requirements.
15. Provide advice and guidance as to how to measure digital channels / tools and support implementation of measurement and evaluation mechanics for all digital activity. This includes producing a quarterly analytics report to monitor the usage of the suite of Shaw Trust websites and social media channels.
16. Contribute regularly to the improvement of digital knowledge within the department and across Shaw Trust as required.
17. Ensuring that the digital content and tool we use fully comply to the requirements of GDPR.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work etc. Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment.

Person Specification

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(E = Essential D = Desirable)

Technical competency (qualifications and training)

- Management training/qualification. **(E)**
- Educated to honours degree level. **(D)**
- Be a full member of a professional body or willing to work towards membership. You will be able to provide evidence of continuous professional and personal development. **(D)**

Experience, Knowledge and Skills

- Excellent leadership skills. **(E)**
- Ability to managing a remote based team to meet set objective on time and within budget. **(E)**
- Demonstrable ability to manage budgets and ensure value for money. **(E)**
- Experience in digital marketing **(E)**, including:
- Experience of creating and managing digital content writers. **(E)**
- Search Engine Optimisation. **(E)**
- Practical experience and working knowledge of digital tools like Google Analytics and CMS (e.g. Wordpress, Kentico), E-Learning platforms Authoring tools (such as Articulate). **(E)**
- Experience in using digital tools in commercial settings to drive the sales of products and services. **(E)**
- Knowledge of creative suites such as adobe and audacity . **(E)**
- Knowledge of digital media production and editing such and podcasts, webinars . **(E)**
- Excellent interpersonal, communication and presentation skills. **(E)**
- Proven ability to multi-task, manage multiple deadlines and be flexible in working style (take a 'running brief' for example) to deal with unpredictable events. **(E)**
- Use creative thinking to find innovative new ways to communicate the brand and work of Shaw Trust. **(E)**
- Experience of explaining digital techniques to 'lay' audience. **(E)**
- Ability to work on own initiative, as well as in consultation and negotiation with senior managers and other stakeholders as required. **(E)**
- Excellent project management skills. **(E)**
- Able to demonstrate being highly organised, have good planning skills and be able to deliver to agreed target dates. **(E)**
- Ability to work to a budget. **(E)**
- Outstanding personal impact, drive, enthusiasm and presence. **(E)**

- An understanding of digital accessibility requirements for people with disabilities and health problems. **(D)**
- Be able to work as part a team . **(E)**

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. **(E)**
- This post requires a Disclosure and Barring Service check at a Basic Level. **(E)**

Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. **(E)**
- An understanding of the national government commissioning and contracting environment and context. **(D)**
- Willingness to travel and work flexibly as part of the role. **(E)**