

**Job Title: Marketing Content Officer**

**Reports to: Head of Marketing and Communications**

**Salary Range:**        **£23,000 - £28,000 (All other areas)**  
                                 **£25,300 - £30,300 (London)**

**Location: Home Based**

### **Purpose**

We are looking for a proactive and innovative team member to help us tell our story. You will love communicating and be an advocate for using diverse platforms and speaking directly to your audience. You will want to find out everything about Shaw Trust and share what you know in an engaging and innovative way. You'll be happy working at all levels and gaining content approval from a range of stakeholders.

You will have excellent interpersonal skills to enable you to work flexibly and effectively with colleagues, and be a persuasive communicator. You will welcome a challenge and offer creative solutions, timely support and practical help to colleagues.

### **Main Duties and Responsibilities**

1. Support and develop Shaw Trust's marketing content strategy working with Shaw Trust support and operational teams to devise and implement engaging content.
2. Work jointly with the marketing and communications team to ensure the marketing planning process for the area supports our Shaw Trust approach.
3. Deliver high quality content including blogs, articles, podcasts, email marketing, web content, brochure copy and live digital events
4. Ensure regular updates across all platforms and maintain the consistency and quality of content across all platforms.
5. Upload and manage content onto websites, microsites. Ensuring content is optimised for SEO. Work with our Graphic Designer to produce high quality promotional copy content.

6. Work with our digital marketing officer to monitor analytics to produce data driven content to build engagement and grow audiences.
7. Ensure all content meets Shaw Trust's accessibility standards.
8. Contribute regularly to the improvement of content knowledge within the department and across Shaw Trust as directed.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

### **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 or 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, Diversity and Inclusion 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 participant, 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

### Job Title:

(E = Essential D = Desirable)

#### Technical competency (qualifications and training)

- Educated to Level 4 (D)
- Hold industry recognised qualifications and/or provide evidence of continuous learning and development. (D)

#### Experience, Knowledge and Skills

- Experience in marketing **(E)**, including:
  - Engaging communications producer
  - Experience of creating and implementing marketing campaigns
  - Understanding of content driven SEO
  - Practical experience and working knowledge of digital tools including social media, Google Analytics and CMS (e.g. Wordpress, Perch, DNN)
  - Experience of writing in commercial settings to drive sales of products and services **(E)**
- Excellent IT literacy and keenness to share knowledge. **(E)**
- Ability to communicate complex data **(E)**
- Excellent interpersonal, communication and presentation skills. **(E)**
- Proven ability to multi-task and be flexible in working style, take a 'running brief' to deal with unpredictable events **(E)**
- Use creative thinking to find innovative new ways to communicate our work at Shaw Trust **(E)**
- Ability to interpret raw materials into usable content. **(E)**
- Ambitious for Shaw Trust and our work. **(E)**
- Committed to delivering individually and as a team, sharing skills and knowledge to motivate and mentor others. **(E)**
- Be honest, brave and accountable, willing to innovate and learn to share new ways of working. **(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)**

#### 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)**
- Willingness to travel and work flexibly as part of the role **(E)**