

Job Description

Role Title	Content manager		
Directorate	Marketing and Communications		
Team	Content		
Line Manager	Head of content		
New/ Existing Role	Existing		
Perm/ Fixed Term	Perm	Grade 3	
Job Purpose	Working with the head of content and wider content team you will create and manage the delivery of high-impact content that tells compelling stories, informs our audiences, and grows the reach and reputation of Energy Saving Trust.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities None	People Accountability None	Contractor Accountability None
Critical Accountabilities	<ul style="list-style-type: none"> • Supporting the head of content to deliver our content strategy and roll out our newly developed audience segmentation. • Creating stories to educate, engage and empower people to save energy and save money. • Leading on content requests and content planning to deliver strategic priorities and external opportunities. • Writing and editing news stories, newsletters, blogs, scripts, and interviews. • Reviewing/uploading website content, providing Content Management System (CMS) consultancy and training, and leading a programme of website content audits with internal stakeholders. • Working with internal energy experts to generate ideas and then developing digital content in-house or with external creative agencies. • Ensuring content follows our brand, tone and house style, and that key messages are communicated effectively. • Using analytics and reporting tools to continuously assess and improve content performance. • Working with our digital manager on SEO best practice and our website development manager on website performance and information architecture issues. 		

	<ul style="list-style-type: none"> • Managing and motivating the digital content producer. • Ensuring content is gathered and stored in line with GDPR.
<p>Knowledge, skills and qualifications required</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Demonstrable experience of delivering a content strategy and managing a busy content request and planning/curation function. • Demonstrable track record of working with a CMS, empowering teams to use the CMS, and auditing website content. • Excellent writing skills, demonstrable experience of tailoring written content to audience/platform, and first-class attention to detail. • Demonstrable experience of writing blogs, newsletters, news stories, key messages, how-to-guides, white papers, storyboards, and commissioning agencies to make films, animations and photos. • Experience of applying brand guidelines, house style and tone of voice. • Strong understanding and experience of using analytics and reporting tools (Google/Hotjar etc) as well as basic HTML. • Experience of using audience insights and research to inform content development. • Good understanding of SEO best practice and the link to content creation. • Previous line management experience, role modelling positive leadership skills. • Ability to work directly with stakeholders on content reviews and website questions. • Understanding of GDPR. • Ability to work to tight deadlines, prioritise work effectively and manage projects. • Resourceful, ideas driven, and ability to work independently. <p>Desirable:</p> <ul style="list-style-type: none"> • Experience of working in the energy sector. • Adobe creative suite. • Experience of WordPress. • UX understanding and ability to explain user journeys.