

# Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

<b>Job title</b>	<b>Content Manager</b>	<b>Location</b>	London, Chesterfield, homeworking
<b>Contract type</b>	Full-time, 35 hours per week	<b>Contract length</b>	Permanent
<b>Date</b>	January 2022		

## Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

We're the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We will do this by:

- Promoting what the charity offers and the impact this makes.
- Getting people to buy in to the impact and benefits of what the charity delivers.
- Asking people to make their own contribution.
- Valuing and stewarding all those who contribute so that their commitment and engagement with our charity feels great and deepens.

Everyone in Involvement & Engagement has a role to:

- Inform, drive and support continuous improvement in our external engagement.
- Put learning, wellbeing, flexibility, collaboration and inclusion at the heart of our culture.

- Advocate for our brand.
- Understand our organisational vision and strategy, and their role in delivering it (i.e. through leadership and management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture).

**Main purpose of the role**

The Creative and Content team will gather and tell the stories of our impact as a charity, through our work in Demand, Deliver and Discover. The team will deliver impactful creative and content through the continued evolution and application of our brand identity.

You are a strategic content leader who will shape how we tell the Versus Arthritis story through impactful, credible and high-quality content, responsible for building a single source of truth across all our content, information and storytelling.

You will plan and manage our content-gathering resources to ensure the team is working on the most impactful areas across our annual programme.

You will work in partnership with senior leaders in Income and Engagement and collaboratively across the organisation, to develop an inspiring Case for Support aligned with our strategy and vision, building a vault of powerful and engaging impact content that can be shaped for different audiences.

You will work closely with the Strategic Planner to ensure we are leveraging audience insight and learning from past performance as we shape our content, evolving in line with our brand story.

And you will keep abreast of content management and storytelling innovation in the wider world, bringing new ideas and applications into our work where they can add value.

**Management and key relationships**

**Roles managed**

- Senior Information and Stories Officer
- Information and Stories Officers (x 3)

**Reports to**

Head of Content and Creative

**Key Relationships**

- Income and Engagement teams.
- Senior leaders across the charity.
- Data, Assurance, finance, HR and Performance.
- External advisors, suppliers and experts.
- Versus Arthritis' supporter community.

- Relevant external networks.

## Main Responsibilities and Duties

### 1 It's about strategic development and delivery

- Shaping how we tell the Versus Arthritis story through impactful, credible and high-quality content.
- Responsibility for building a single source of truth across all Versus Arthritis content, information and storytelling.
- Working in partnership across the charity to develop an inspiring Case for Support aligned with our strategy and vision.
- Building a vault of powerful and engaging impact content that can be shaped by teams for different audiences.
- Ensuring that Versus Arthritis remains the go-to organisation people come to for MSK content and health information.

### 2 It's about leading and managing

- Managing the development of a range of content types that bring to life and support our Deliver, Demand and Discover strategies.
- Ensuring the team continues to develop sector-leading Health Information and Content to a high standard that meets our audience's needs.
- Including, but not limited to; real-life stories, research stories, user-led content, health information, professional stories and information, impact statements, statistics and data-driven stories.
- Building strong relationships across the charity and work collaboratively and creatively with partner agencies.
- Managing your team's workload, dependencies and priorities in collaboration with other managers and teams across the charity.

	<ul style="list-style-type: none"> <li>Ensuring you and your team are continuing to learn and develop the skills needed to deliver team plans and meet objectives.</li> <li>Planning and managing our content-gathering resources to deliver on the organisation's content strategy, ensuring the team is working on the most impactful areas across our programme of activity.</li> </ul>
<b>3</b>	<p><b>It's about being audience-informed, effective and integrated</b></p> <ul style="list-style-type: none"> <li>Working with people with arthritis and health professionals so that the information responds to their needs.</li> <li>Leveraging audience insight and learning from past performance to shape our content, evolving in line with our brand story.</li> <li>Keeping abreast of content management and storytelling innovation in the wider world, bringing new ideas and applications into our work where they can add value.</li> </ul>

### Criminal Record Check

#### Requirement

This role DOES NOT require a Criminal Record check.

## Person specification

Essential Requirements		Evaluation Stage
<b>1</b>	Experience of delivering content strategy for a charity across a wide range of content types, including working with vulnerable people, information quality standards.	Application/Interview
<b>2</b>	Experience of managing a content gathering team and developing a single source of truth for content that is promoted and used effectively by the whole organisation.	Application/Interview

<b>3</b>	Experience in evaluation of a content programme against strategic objectives to ensure resources are channeled into key areas for maximum impact and value.	Application/Interview
<b>4</b>	Experience of managing consent processes to ensure personal real-life stories are used appropriately, and consents and personal data is kept in line with organisational policies, processes and the law.	Application/Interview
<b>5</b>	Demonstrable ability to build relationships and influence colleagues at all levels in an organisation.	Application/Interview
<b>6</b>	Demonstrable experience of co-creation and participation or involvement to develop user-led content and storytelling	Application/Interview
<b>7</b>	An excellent communicator and storyteller, with a proven track record of leading a team to find and gather inspiring, impactful and engaging content.	Application/Interview
<b>8</b>	Demonstrable experience of building and managing a case for support and a vault of relevant content that will inspire and engage our wider community.	Application/Interview
<b>9</b>	Demonstrable experience of being able to translate or convey complex information for different audiences to it is legible and relatable.	Interview/Test
<b>10</b>	Eager to develop and innovate content and storytelling by keeping abreast of developments in other organisations and the wider world.	Application/Interview

## Desirable requirements

<b>Requirement</b>	<b>Evaluation Stage</b>
<b>1</b> Experience of working for a campaigning, research or fundraising organisation.	Application

2	An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.	Application
3	Understanding of the issues affecting the health and charity sector.	Application
4	Experience of co-creation and participation techniques.	Application/ interview

## Values and behaviours

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.
- We value being **accountable** for our actions and have **high expectations** of each other.
- We value **persevering** with challenges when we know **it's the right thing to do**.