**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.

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| **Job title** | **Digital Content Editor** | **Location** | London office, Chesterfield office, homeworking  |
| **Contract type** | Full-time,35 hours per week | **Contract length** | Permanent  |
| **Date** | June 2022 | **Ref Number** |  |

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| **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.Our newly formed Income and Engagement directorate is the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We 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 the Income and Engagement Directorate 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 your role in delivering it (eg. through leadership and management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture).
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| **Main purpose of the role** |
| The Strategic Communications team is responsible for developing an inspiring and engaging brand narrative with compelling customer journeys across all our engagement and communications activity. The team will build strong relationships across the charity, to drive a consensus around our core message, designed to deliver our strategic objectives. The team will ensure our core message and brand narrative is applied across owned, paid and earned channels, using technical skills and channel expertise. Working with teams across Versus Arthritis, the Digital Content Editor will work closely with colleagues to ensure our website content is delivering against our strategic vision and purpose.This role will ensure we are applying our brand values and an audience-centric approach to our website. You will develop, test and refine effective user journeys, and create engaging digital content that optimises user experience and delivers our organisation’s strategy while keeping our diverse audiences in mind. |

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| **Management and key relationships** |
| **Roles managed** | None |
| **Reports to** | Digital Communications Manager |
| **Key Relationships** | * Senior colleagues who can contribute to content development
* Income and Engagement teams
* Digital and Data teams
* Internal teams that use creative services
* External suppliers
* Relevant external networks
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| **Main Responsibilities and Duties** |
| **1** | **It’s all about delivery and impact*** Work with the Digital Communications Manager, Strategic Communications Team and the Digital and Data team to ensure the website is optimised to deliver our organisational strategy.
* Alongside the Content team; scope, edit and produce engaging, informative and inspiring content for our website, ensuring it aligns with our single source of truth in information.
* Make sure we have the very best user journeys that deliver our organisation’s vision and strategy.
* Ensure all editorial, visual, functional and engagement content is delivering against our brand identity, narrative and tone of voice.
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| **2** | **It’s about implementation*** Support the Digital Platforms Manager to manage content-based CMS (Umbraco) requests, working with teams to safeguard and maintain standards across our website.
* Ensure seamless journeys into and out of the website across our wider digital platforms and communications.
* Make recommendations for functional website development based on user-testing and optimised supporter journeys.
* Provide consultancy, training, and support for a wide range of contributors across the charity to produce and edit digital content while ensuring high standards and a user-first approach.
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| **3** | **It’s about being audience-informed, effective and integrated*** As well as working with teams to set KPIs and benchmarks for content, work with the Communications Analyst and the Digital Communications Manager to monitor performance using Google Analytics.
* Identify opportunities to increase engagement and make improvements across our pages using insights and data.
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| **4** | **It’s about best practice and innovation*** Ensure we are leaders in accessibility and digital inclusion across our website and digital engagement operations, improving understanding across the charity.
* Monitor and share digital content best practice, trends and innovation.
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| **Criminal Record Check** |
| **Requirement** |  This role DOES NOT require a Criminal Record check |

## **Person specification**

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| **Requirement** | **Evaluation Stage** |
| **1** | Strong experience of using various content management systems.  | Application/Interview |
| **2** | A strategic understanding of the role of digital platforms in a charity and implementing content strategy. | Application/Interview |
| **3** | Excellent communicator and writer with a creative flair for developing engaging and accessible digital content. | Application/Interview |
| **4** | An understanding of customer journeys, testing and improving customer experience across a range of touchpoints and digital platforms. | Application/Interview |
| **6** | Excellent knowledge of SEO and experience of optimising content for organic search. | Application/Interview |
| **7** | Excellent ability to work with a wide range of people and teams and put contributors at ease, including people who are creating and editing written content on the website, while ensuring high-quality and standards. | Application/Interview |
| **7** | An audience-focused and evidence-based approach, with the ability to apply insight to web content.  | Application/Interview |
| **8** | Excellent relationship building, communication and interpersonal skills, with a collaborative approach and an ability to persuade and influence when needed. | Interview |
| **9** | Strong organisational skills, with a well-developed ability to manage competing priorities and make decisions. | Interview |
| **10** | Significant experience using monitoring and analytics tools such as Google Analytics to make improvements and evaluate effectiveness of content and page design. | Application/Interview |

## **Desirable requirements**

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| **Requirement** | **Evaluation Stage** |
| **1** | Experience using project management tools and systems. | Application/Interview |
| **2** | Understanding of other multimedia formats and channels.  | Application/Interview |
| **3** | An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions. | 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.**