

Job title	National Content Lead
Hours	37.5 hours per week (flexible working options available)
Salary	£35,649.17 - £39,302.37 (points 32 – 36) per annum
Line manager	Head of Marketing and Communications
Location	Home based role, with regular travel to Brighton and London

Overview

This is an exciting opportunity for someone passionate about storytelling and creative writing, as well as the work Change Grow Live does, to shape the way we tell our story and reimagine the way we communicate.

We're a charity that believes in people and wants to make a difference. Our mission is to help people change the direction of their lives, grow as a person and live life to its full potential. As our National Content Lead, you'll play a key role in helping us achieve this, through a mix of hands-on content creation and editorial leadership.

You'll be responsible for planning, developing and executing a content strategy, in line with Change Grow Lives strategic priorities, working closely with the Communications Leadership team and senior stakeholders across the organisation.

We're looking for someone who can be flexible, but a strong advocate when it comes to offering professional advice and guidance. You'll be working closely with colleagues in our creative hub, across digital, design and content to shape audience experiences.

Your excellent writing and content production skills will be invaluable in identifying powerful stories about how we are making a difference to people's lives, within a complex organisation. We're looking for someone creative, compassionate, and resourceful who cares about making society better and safer for as many people as possible.

Key responsibilities:

- Responsible for the overarching plan and vision for managing, creating and maintaining national content, continuously seeking ways to strengthen our brand voice.
- Develop and execute a content strategy.
- Establish content workflow, management and governance to support the delivery of a content strategy.
- Responsible for day-to-day decision making relating to national content, guided by a content strategy.
- Offer pragmatic stakeholder management using your communications talents to inspire and lead decisions relating to national content
- Use your influencing skills to help raise content maturity across the team, and organisation.

- Evolve our story collection practices in line with our content strategy.

General

- You will line manage a Copywriter and a Content and Communications Coordinator and manage relationships with a range of freelancers and agencies to produce content that aligns with our brand, strategy and values.
- You'll hold regular 1-2-1 meetings with direct reports giving direction and support where required and helping to prioritise when capacity is stretched.

Person specification

- You'll be an exceptional storyteller, with a strong background in creative writing, across different mediums.
- You'll have more than 3 years' experience working in a content specific role, working across both online and offline communications channels.
- You'll be a strategic thinker with fresh ideas and the drive to make things happen.
- Demonstrable experience of creative thinking and brief management and leadership.
- You'll have a good level of understanding of legislation and best practice surrounding processing sensitive and personal data.
- You recognise the importance of creating accessible content and are familiar with accessibility best practice.
- You hold a strong understanding of the principles behind excellent content and communications, using your knowledge to influence, improve and challenge the way we work.
- An understanding of the important role user-research must play in shaping the way we deliver our communications.
- You possess the ability to build strong working relationships and collaborate with team members, the wider organisation and other key stakeholders to meet strategic aims.
- Highly organised, responding to requests and queries whilst always focusing on long term delivery of the organisations strategic ambitions.
- You'll be creative, compassionate and interested in seeking out new ways of working with a commitment to continuous improvement.

Please don't hesitate to get in touch if you'd like to have an informal chat about the role.

We are likely to hold interviews during the first week of June. We may also close this vacancy early if we receive sufficient applications for the role.