YOUR NEW ROLE AT THE TRUST

JOB TITLE:	**Content Manager**	**PAY BAND:**
FUNCTION:	Technology	Support Delivering **Specialist/Managerial** Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Content Team creates and improves accessible digital and physical content that helps young people achieve their goals.	

WHERE YOU WILL FIT

CEO	Chief Technology & Programmes Officer	Head of Design & Digital	Content Lead	**Content Manager**

HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Creates accessible, engaging content shaped with young people to build confidence, develop skills and support positive outcomes.

WHAT WILL YOU DO?

- Create engaging, accessible content for the new digital platform, across a range of formats including copy, video, and rich media.
- Ensure content meets young people's needs and supports the goals of the programme.
- Work directly with young people through research, testing, and co-design.
- Develop and optimise content using insight, analytics, and performance data.
- Apply accessibility, GDS and The King's Trust content and brand standards.
- Create content across formats including written, video, and interactive content.
- Work with UX, Service Design, Data, and other specialists to create joined-up digital journeys.
- Manage content from initial concept and prototyping through to publishing and ongoing improvement.
- Develop reusable content models, patterns, and standards for the platform.
- Maintain content governance so content remains accurate, relevant, and up to date.
- Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Strong content design skills, from discovery through to delivery.	You will lead content from understanding user needs through to creation and delivery.
Excellent copywriting skills across long and short-form content.	You will create clear, engaging copy that follows our tone of voice and editorial standards.
Knowledge of accessibility, SEO and inclusive content design.	You will make content accessible, discoverable, and effective for a wide range of young people.
Strong creative storytelling skills across digital and rich media.	You will bring content to life in ways that engage young people and support learning and action.
Experience	**Why do we need this?**
Creating and managing digital content from concept to publication.	You will create, manage and publish content for the new digital platform.
Using research, testing, and insight to develop content.	You will work with young people to test and improve content around their needs.
Creating and prototyping content using digital tools.	You will prototype and develop content using tools such as Figma and Adobe Creative Suite.
Planning and managing editorial and publishing workflows.	You will manage content through creation, review, approval, and publication.

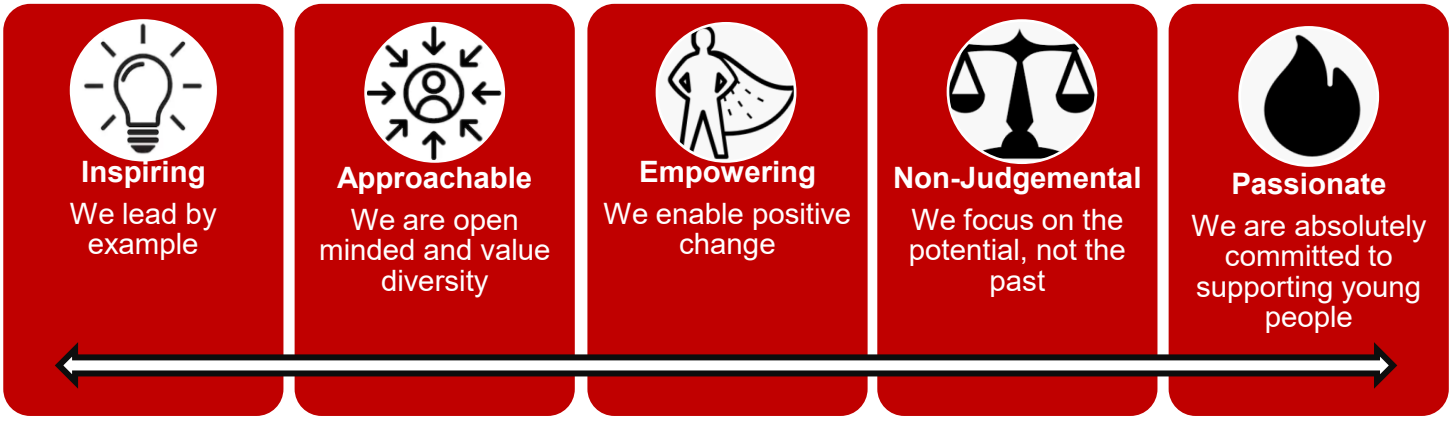
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Creating content specifically for young people.	This will help you create relevant content that reflects young people's needs and experiences.
Working with specialist agencies, suppliers, or contractors.	You will work with external specialists to deliver high-quality content in different formats.
Knowledge of personalisation, automation, and targeted content.	This will help us tailor content and experiences to different young people's needs.
Skills & Knowledge	**Why do we need this?**
Managing end-to-end video production.	Video will be an important format for engaging young people through the digital platform.
Creating content for employability, education, or enterprise.	This will help you create content across the key areas covered by our programmes.
Experience defining content strategies for targeted audiences.	This will help maximise the relevance and impact of content for different audiences.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, click here.

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change	You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.