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|----------------------------|---------------------------------|-----------------------|--------------------------|
| <b>Job Title:</b>          | Content and Editorial Executive | <b>Division/Dept:</b> | Fundraising & Engagement |
| <b>Reports To Manager:</b> | Content & Editorial Manager     | <b>Job Family:</b>    | Support & Professional   |
| <b>Date:</b>               | September 2020                  | <b>Band:</b>          | 4                        |

**Purpose:** To create, edit and manage online content to support our engagement and marketing goals and programmes.

| Responsibilities  | Performance Measures  | Organisational Skills & Values   |   |
|---|---|--|---|
| <ul style="list-style-type: none"> <li>Compliance with all PDSA policies and procedures, including IFO, ICO, WAA and GDPR</li> <li>To work with stakeholders to deliver content and editorial requirements against a brief either directly or through external resource, delivering to to quality standards, timeframe and budget.</li> <li>To create and edit compelling, re-usable written, images, icons, photography, video and curated content that can be used to support campaigns as required.</li> <li>To act as Editor where required for organisational publications</li> <li>To ensure that tone of voice, sentiment and narrative style is consistent with Brand guidelines.</li> <li>Review performance of content and revise and adapt in order to achieve client and public engagement goals.</li> <li>Ensure content is SEO managed where appropriate.</li> <li>Collaborate with colleagues in Social Media and Digital delivery, to ensure provision of quality content to support their objectives.</li> </ul> | <ul style="list-style-type: none"> <li>Effective delivery of quality content</li> <li>Performance of content across channels</li> </ul>                                 | <ul style="list-style-type: none"> <li>Head and Heart</li> <li>Better together</li> <li>Passion with purpose</li> <li>Planning and organising</li> <li>Acting commercially</li> <li>Leading Effectively</li> </ul> |   |
|   | <th data-bbox="1256 660 1691 703">Dimensions</th> <td data-bbox="1691 660 2192 1137"> <th data-bbox="1691 660 2192 703">Role-specific knowledge &amp; skills</th> </td> | Dimensions   | <th data-bbox="1691 660 2192 703">Role-specific knowledge &amp; skills</th> |
| <b>Approved By:</b> HR Operations Team Leader   | <b>Date:</b> September 2020   |  |   |

- Direct Reports: 0
- Indirect Reports: external agency teams
- Budgets: n/a
- Internal Contacts: Brand, Engagement, Philanthropic Giving and Marketing Operations teams, Retail, Veterinary, and People.
- External Contacts: Agencies and freelancers

- Essential**
- Experience of creating and managing quality and effective content for digital channels and platforms.
  - Excellent writing and editorial skills
- Desirable**
- Experience of delivering cause related content