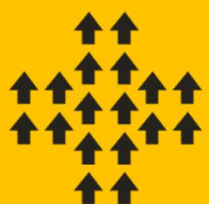


Content Designer

Role Description and Recruitment Pack



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Role overview

Title:	Content Designer
Hours:	35 hours per week.
Contract:	Permanent
Location:	1 Lamb's Passage, London, EC1Y 8AB There is some flexibility to work remotely, although you must be able to work in the office at least two days per month, or as the organisation requires.
Reports to:	Head of Customer Experience
Salary:	£36,000- 40,000 per annum
Closing Date:	9am on 20 January 2025 Interviews week beginning 3 February 2025

Why this position is important to us

The Content Designer will assist the Head of Customer Experience to deliver on Stewardship's Customer Experience strategy and vision – to define core customer experiences to improve customer retention, loyalty and delight, while bringing our mission and values to life. You will play a key role in delivering intentionally crafted communications designed to respond to opportunities arising from analysing the needs, sentiment and behaviours of our customers at different touchpoints. By connecting dots across product, service and engagement platforms, you will assist the Head of Customer Experience to deliver a cohesive experience that feels personalised, resolution-obsessed and best facilitates every stage of the customer journey.

We're looking for a creative, customer-focused individual who is passionate about delivering a customer experience that is meaningful through crafting intentional, well-designed messaging across channels, that helps those we serve be the best stewards of the resources God gives them.

The impact you will have in this role

You'll be joining at an ideal time to make a big impact. We're a year in to delivering on a new organisational strategy that has unified our teams, prioritised development in our customer engagement platforms and products, and put our customer at the centre of our service focus. You will be critical to expertly guiding our varied group of customers through these changes, while inviting them to become faithful, active stewards – transforming hearts and helping hands to steward responsibly and faithfully all that they give and receive.

Welcome to Stewardship

Stewardship serves Christian donors, workers, charities and churches in the UK and beyond called to faithfully steward their personal, professional or ministry resources for God's glory.

Founded over a century ago by a small group of Christians who partnered to facilitate financial support for Christian ministries, today we help over 30,000 people experience the joy of generosity, giving more than £100 million each year in support of over 6,000 charities, 4,000 churches and 2,000 Christian workers.

Our vision, mission and values

Our vision is a thriving Kingdom economy where God's people steward their resources generously to advance the Gospel. We help Christians be the best stewards of the resources God gives them.

Our four core values underpin all the work we do at Stewardship:



To find out more about Stewardship, [please view our short video clip](#)

Job detail

Main responsibilities

- **Content modelling.** Working with customer-facing teams, you will document and visually map the different types of content that will feature throughout the customer journey to then help design intuitive, enjoyable customer experiences that help users accomplish their goals.
- **Actively seek and listen to the voice of the customer.** Build a robust customer feedback plan that captures feedback from customers at critical touchpoints in our service and product experience. Identify and understand unique customer needs that are then fed back into the Product and Service delivery teams for improvements and development.
- **Content strategy.** Using empathy, logic, insights, and data to inform content choices and advocate for customer needs, you will help to consider not only the individual messages, but also the bigger picture. For example, determining the overall tone of voice and ensuring that the terminology used is consistent throughout the customer's experience.
- **Deliver exceptional customer communications.** Through intentional – well-designed- messaging across channels, you will guide our customers seamlessly through their end-to-end experience with Stewardship. From welcome through onboarding to lifetime retention, you will create the thread of carefully crafted customer communications that brings the cohesive customer experience to life.
- **UX writing.** You will contribute to writing the content and copy that features throughout our digital products. This includes writing the copy for CTA buttons, crafting the welcome message a customer sees when they first open our app, writing error messages, instructions, and more.
- **Develop and maintain design systems and style guides.** You will help to establish a consistent and recognisable tone of voice, which you will be responsible to document, maintain, implement and rollout to staff.
- **Running tests and gathering data.** You will learn through experimentation by creating tests with messaging to evaluate content performance to refine and improve accordingly.
- **Learn about everything we do and share it with others.** Participate in ongoing training and actively seek learning opportunities to stay updated on changes to Stewardship's products and services as well as keeping up to date with customer engagement best practice in the sector.
- **Add the sparkle.** Participate in initiatives aimed at deepening customer relationships and demonstrating our values in meaningful ways, such as follow-up calls after major transactions or milestone achievements on the giving platform. Help design and test simple micro-interactions to foster a sense of community and partnership with Stewardship.
- **Ensure compliance and data accuracy.** Meticulously follow all compliance requirements when messaging to customers, including those related to Gift Aid, anti-money laundering, and fraud prevention, as well as safeguarding policies for vulnerable donors.
- **Collaborate across teams for optimal service.** Work closely with the Product, Customer Service, Purpose and specialist service teams to improve customer experiences, service efficiency and to support strategic growth initiatives.

- **Work to defined performance metrics.** Work to defined targets of customer retention, engagement and satisfaction, as directed by the Head of Customer Experience.
- **Uphold Stewardship's faith-driven values.** Consistently demonstrate Stewardship's values in every customer interaction, embodying a commitment to Kingdom impact through outstanding, faith-driven service. Act as an ambassador for the organization's mission and values in all communications.

It's all about you...

We recognise that to be great at your role, there are certain characteristics that are important and others that enable a good fit within our existing team and culture.

- 5+ years of relevant experience in user-focused writing with an ability to craft clear, helpful, on-brand copy.
- A motivated self-starter with a love for storytelling!
- Demonstrated empathy for your audience, valuing a continuous and consistent experience across the complete customer journey.
- An affinity with data and analytics as measuring effectiveness and making data-informed decisions are required to validate and improve your approach.
- A solid understanding of Content Design and UX design principles and design thinking. Ability to understand the context of the work.
- A strategic and holistic mindset with the ability to consider the bigger picture and connect content design to the overall customer experience vision, user needs, and business goals.
- Collaboration and communication skills are key as you will be working across functions to deliver tasks.
- You should be comfortable working under pressure to challenging deadlines, able to adapt to rapidly changing situations and workloads, be well organised and able to multi-task.
- IT literate with a good working knowledge of all Microsoft Office products, Figma, zeroheight, Salesforce and Teams.
- You will be a practising Christian and be able to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement. You should also be able to demonstrate enthusiasm for the Christian purposes of the organisation and a readiness to support and contribute to its ethos.

Desired skills and experience

Skills and experience	Essential	Desirable
Exceptional written and verbal communication in the English language, demonstrating a mastery of syntax, grammar and writing without typos.	✓	
You are empathetic and customer-obsessed with a heart for designing experiences that delight and transform.	✓	
You have previous experience in a Content Design/UX role with a portfolio of work that demonstrates your UX-focused writing samples.	✓	
You have at least 5 GCSE's (or equivalent) at grade 4 or C or above, to include English and Maths.	✓	
You have good IT skills, a good working knowledge of all core Microsoft 365 applications, Figma, Salesforce (Pardot) and Teams.	✓	
You understand the importance of data-driven informed decisions.	✓	
You have good interpersonal skills.	✓	
You have a valid basic DBS certificate or would be prepared to undertake a basic DBS check.	✓	
You have excellent time-management skills, being able to work well under pressure and prioritise tasks under rapidly changing circumstances.	✓	
You have excellent administrative and co-ordinating skills and attention to detail.	✓	
You have a general understanding of the UK charity sector including compliance and legal aspects around Gift Aid, GDPR, anti-money laundering and safeguarding.		✓
You understand motivations for Christian generosity and challenges that may be commonplace within the UK Church.		✓
You have the Right to Work in the UK (we do not offer sponsorship arrangements).	✓	
You will meet our Occupational Requirement to be a practising Christian as an active member of a local church and be able to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.	✓	

Working for Stewardship

Q. What are the usual working hours?

A. Stewardship's normal office hours are 9am to 5pm, Monday to Friday, but you may be required to work flexibly between 8am and 6pm in accordance with the needs of the organisation.

Q. How much Annual Leave do you offer?

A. All full-time employees receive 27 days Annual Leave, and 8 days bank holiday leave.

Q. What are the pension arrangements?

A. Stewardship offers a generous pension contribution; the equivalent of 10% of your gross annual salary into a group personal pension scheme (applicable after 3 months service).
A salary sacrifice scheme for personal contributions is also available.

Q. Is it possible to work from home?

A. Yes, we are happy to offer flexibility for this role but would expect you to be able to work in our London office for a minimum of 2 days each month.

Q. What staff benefits do you offer?

A. Once probation has been passed, there are number of benefits available to staff:

- Subsidised exercise membership
 - Hybrid and flexible working options
 - Contribution to your charitable giving account
 - Generous leave allowances
 - Long service awards
 - Participation in the Cycle to Work Scheme
 - Death in Service benefit (4x annual salary)
 - Option to join a Health Cash Plan
 - Interest-free season ticket loan
-



How to apply for this role



Occupational Requirement (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement, by:

- Active membership of local church congregation.
- An understanding of the faith aspects of the work of Christian charities, including the preparedness to pray with colleagues, where appropriate.



How to apply for this position

You can apply online for this role at www.stewardship.org.uk/about-us/careers

Please remember to also upload a copy of your C.V. along with a covering letter that demonstrates what you would bring to this role, to Stewardship and how you fulfil the Occupational Requirement.



Contact us

For any questions or to arrange an informal conversation about this role, please contact Joan Gray, our People, Culture & Place Administrator, on:

Telephone: 020 8502 5600 extension 307

Email: careers@stewardship.org.uk

Stewardship

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