

Post	Content Executive
Grade	5
Hours	Full time/35 hours per week
Accountable to	Editorial Manager
Date	May 2026

For over a century, The King's Fund has worked to improve people's health and care. We tackle the thorniest questions facing our health and care system, and in turn society. We do this through our research, analysis and insight; leadership and organisational development with health and care leaders; convening and events; and partnering with others. With bold thinking for better health, we're on a mission to inspire hope and confidence that we can create a world where everyone lives a healthy life.

Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our values focus on putting people first, challenging the status quo, remaining objective and always being courageous. You can read more about our values in our five-year strategy here: <https://www.kingsfund.org.uk/about-us>

Job purpose

This is an exciting opportunity to join a newly established Content and Editorial team within the Communications and Engagement directorate, bringing to life our brand and strategy by putting people at the heart of our communications and engagement.

The Content Executive role creates and commissions powerful storytelling content that changes hearts, minds and behaviours across health and care. They collaborate closely with colleagues and subject matter experts across The King's Fund and external suppliers to create, edit, publish and manage high-quality multimedia content on the Fund's channels, including videos, animations, and podcasts.

Working with the Content and Editorial team, the role will continue to evolve our storytelling and brand, setting new precedents and standards for creative content at the Fund and inspiring colleagues across the organisation to become compelling storytellers themselves, managing a pipeline of content and working with a growing network of suppliers to deliver.

Main responsibilities

- **Multimedia content production:** Commissions, creates and edits digital assets – including videos, animations and podcasts – for all digital marketing channels, including working with internal colleagues – authors of publications, product and campaign owners, and with communications leads – and external agencies and freelancers to tell engaging stories that drive results.
- **Video standards:** Collaborates with Content Officer (Multimedia) and supports Senior Content and Editorial Manager to establish the Fund's approach to video, including upskilling others in video production.
- **Storytelling:** Produces story-led content in written and video format, leading on case study development, script writing, storyboarding and video production. Applies the Fund's storytelling framework processes and tools to research, source and secure stories alongside the highest safeguarding and ethical storytelling practices.

- **Sourcing and commissioning:** Develops and maintains a pipeline of human-interest stories that align with priority publications, campaign and commercial priorities, and spotting opportunities to use stories across digital channels, in earned media, and offline engagement settings.
- **Asset management:** Co-leads the roll-out of a new digital asset management system in close collaboration with the Content and Design Manager and disseminate best practice throughout the Fund to ensure stories are centralised, usage maximised and story assets are organised in a way that supports the brand.
- **Editorial support:** Provides editorial support to the Editorial Manager and wider Communications and Engagement directorate via editing and proofing, and optimises written publications for the website and in other content.
- **Project management:** Provides marketing communication leadership and coordination to major projects, including publications and campaigns, as needed.

Management of people and resources

- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are used for the benefit of the team, directorate and Fund.
- Manages finances and data in compliance with related policies and procedures.
- Effectively manages project/business performance by planning, coordinating, delivering, evaluating and communicating as appropriate.

Other

- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation by participating in appraisal and appropriate learning activities.
- Encourages and supports the development of others, the team and the organisation by engaging in and contributing to the Fund as a learning organisation and to its positive culture.
- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders, and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, to further the Fund's objectives.
- Ensures compliance with The King's Fund's policies, procedures and contract of employment.

Person specification

Supporting Evidence

You must demonstrate your experiences, skills, abilities and values by giving specific examples for the criteria within the person specification.

	Essential	Desirable	How tested
Training and qualifications	<ul style="list-style-type: none"> Degree or equivalent work experience in multimedia content production. 		<i>Application</i>
Knowledge and experience	<ul style="list-style-type: none"> Experience in hands-on video production and able to manage projects end-to-end, from interviewing, pre-consenting, filming and editing. Experience working with marketing, press, public affairs and policy teams to embed stories into external communications and campaigns. Experience in a digital communications role, with a track record of producing creative, high-quality digital content – including videos, animations, and podcasts – and story materials. Experience of organising a busy digital content production schedule and of managing own workload, effectively prioritising tasks and meeting deadlines. Experience of working with a wide range of teams internally to identify storytelling content opportunities, making them a reality, and getting maximum use from content across different projects, campaigns and channels and over extended periods of time. Knowledge of how brand and editorial standards apply to a wide variety of content formats. 	<ul style="list-style-type: none"> Experience applying safeguarding and ethical storytelling standards. Knowledgeable about digital asset management systems and roll-out. Knowledgeable about data protection and GDPR in the context of consent, story use and storage. Experience of editing and proofreading copy. 	<i>Application Interview</i>
Skills and abilities	<ul style="list-style-type: none"> Highly skilled in briefing creative content as well as supporting colleagues to develop excellent briefs that are informed by content and communications strategy. Able to create and commission high-quality multimedia content, 	<ul style="list-style-type: none"> Strong interviewing skills. Strong Premiere Pro skills and ability to acquire After Effects knowledge for productive working relationships with 	<i>Application Interview</i>

	Essential	Desirable	How tested
	<p>with good understanding of what performs well on the Fund's priority channels.</p> <ul style="list-style-type: none"> • Able to manage multiple projects, production timelines and suppliers across departments and teams. • Highly skilled at working with a wide range of stakeholders across communications, policy, consultancy and events teams, influencing effectively to unlock story potential at the earliest stages of project and campaign development. • Able to collaboratively and sustain effective working relationships with diverse colleagues, partners and clients. • Able to organise their own work and time productively 	<p>suppliers and in-house video editor.</p> <ul style="list-style-type: none"> • Skilled at establishing narrative at a brand level and reinforcing it effectively through strong story and message development. 	
Personal qualities	<ul style="list-style-type: none"> • Excited by the possibilities presented by digital communications. • Committed to providing a high standard of work and continuous improvement. • Appreciates the value of diversity. • Has a proactive approach to addressing challenges. • Committed to continued learning and supporting the learning of others. • Willing to accept responsibility and opportunities appropriate for the role. • Has a flexible approach to their role and to change. 	<ul style="list-style-type: none"> • Active interest in new developments and trends in social and digital. 	<i>Application Interview</i>