

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Content Manager	PAY BAND:
FUNCTION:	Programme Development	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Content team delivers an end-to-end journey offering young people best-in-class digital support to achieve their goals. This may include designing and creating content, digital products including websites and mobile apps, marketing materials for print and online plus any creative assets required to deliver The King's Trust services.	

WHERE YOU WILL FIT

Director of Programme Development	Senior Head of Change Delivery	Head of Content	Content Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will be responsible for creating content across a wide variety of formats that will be delivered via our programmes for young people. This will include offline and digital content, and the communication objectives will range from behavioural change to learning outcomes. Your role will work closely with a multi-disciplinary team including Service Designers, UX Designers, Data and Implementation staff, as well as consulting/co-designing with subject matter experts and young people to create effective content, that will ultimately lead to improved outcomes for our young people.

WHAT WILL YOU DO?

-  Ensure that programme content empowers young people to achieve their goals.
-  Ensure that content is as effective, engaging and on-brand as possible.
-  Maximise opportunities to leverage new techniques, tools and technologies for creating, managing, distributing and assessing content.
-  Ensure that the voice of young people is represented and amplified through our content.
-  Ensure that content meets high standards including inclusivity and accessibility.
-  Works collaboratively with colleagues ensuring effective planning and delivery of content against project objectives and proposition strategies.
-  Supports the successful management of relationships with key suppliers or partners who may be involved in delivering content, including collaborative planning exercises and quality reviews to ensure content produced inhouse, commissioned or received through partners is of the highest standard and in relevant formats.
-  Participates in user-research sessions to ensure user insights are carried through into content planning and creation.

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?
Ability to absorb background material and research outputs to quickly get up to speed – sometimes with complex or specialised subject matter.	A lot of work goes into the design of our programmes for young people, with often quite complex requirements or impacts we want to achieve.
Creative thinking and flair to bring content to life using storytelling, big concepts and rich media formats.	To ensure that content is impactful holds the attention of the audience and achieves the underlying communication objectives.
Excellent copywriting skills for both long and short form copy.	Ensure that all copy meets good standards and is aligned with our editorial/voice of tone guidelines.
Ability to adapt style and language to appeal to different audiences (from young people to funding organisations) while retaining a core tone of voice.	To ensure that programme content is appropriate, inclusive and meets our safeguarding standards.
Comfortable creating content using a variety of tools (including Adobe Creative Suite)	We use a variety of tools in the creation of our content.
Ability to plan and manage the editorial and publishing process.	To be able to get to grips with our systems and effectively create, manage and publish content.
Ability to absorb background material and research outputs to quickly get up to speed – sometimes with complex or specialised subject matter.	A lot of work goes into the design of our programmes for young people, with often quite complex requirements or impacts we want to achieve.
Experience	Why do we need this?
Experience working within a multi-disciplinary team.	To enable you to work effectively at the Trust.
Experience in using content management, social media and marketing automation tools.	We use a variety of tools in the creation of our content.
Open to embracing new technologies for the creation and delivery of content.	To be able to get to grips with our systems and effectively create, manage and publish content.






WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience in collaborating with specialist suppliers or contractors such as video production, animation or development partners.	To ensure that the Trust leverages our relationships and works with both partners and suppliers professionally.
Experience in creating content for our target market of young people.	Experience in working with young people and empathy for the challenges they face would be beneficial.
Experience in creating content across the areas of employability, education and/or enterprise.	Experience working across our core proposition areas would be beneficial.
Skills & Knowledge	Why do we need this?
Input into tactical planning for the delivery of personalised and blended content delivery - an understanding of progressive profiling, smart forms, personalisation and automation will be advantageous.	To maximise the impact of our programmes through content created for different delivery models.
Ability to define and plan content strategies for segmented and targeted content.	To maximise the impact of our programmes through content.

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.

 Inspiring We lead by example	 Approachable We are open minded and value diversity	 Empowering We enable positive change	 Non-Judgemental We focus on the potential, not the past	 Passionate We are absolutely committed to supporting young people
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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.