

Job Description & Person Specification

Job title Content Officer

Directorate Fundraising & Communications

Reports to Communications Manager

Supervises n/a

Purpose of the Job

The Content Officer is responsible for sourcing, developing and sharing compelling beneficiary stories and engaging content to support Shaftesbury's communications and fundraising efforts. Through storytelling and strategic content creation, the role will help to share the personal stories of people we support across Shaftesbury to help increase reach, deepen engagement and drive income growth.

Working across multiple platforms—including blogs, social media, website, newsletters and marketing materials—the Content Officer ensures that all content aligns with Shaftesbury's brand, tone of voice and strategic objectives.

Main Duties

- Identify, gather and develop compelling beneficiary stories from across the organisation (care and education) to use in fundraising and communications.
- Work closely with service teams to ensure accurate and ethical storytelling that reflects the voices of the people Shaftesbury supports.
- Write and edit high-quality content for multiple channels, including the website, blog, social media, email newsletters and print materials.
- Create engaging social media content across multiple channels, working with the Communications Manager and Digital Communications Officer to optimise for reach and engagement.
- Develop supporter-focused storytelling campaigns, helping to strengthen donor engagement and encourage giving.
- Ensure all content aligns with Shaftesbury's brand voice, messaging and tone, adapting style for different audiences.
- Collaborate with fundraising to create compelling case studies, case for support, appeals and impact reports using content from across the organisation that inspires supporters to donate.
- Source and commission photography and video content, ensuring powerful visuals accompany written stories as required.
- Produce video scripts for organisational marketing and fundraising campaigns as required.
- Work with families of people we support to gather personal stories of how Shaftesbury's support enriches lives.
- Support the production of marketing and fundraising materials, providing strong copywriting and content guidance.

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- Analyse content performance, using insights to refine storytelling strategies and improve audience engagement.
- Maintain an up-to-date content library, ensuring stories and assets are well-organised, accessible for wider teams and have relevant consent.
- Stay informed of best practices in digital storytelling, fundraising communications, and content trends, applying new insights to Shaftesbury's approach.
- Ensure all content complies with GDPR, obtaining appropriate permissions where required.

Working Relationships:

Internal – Fundraising, communications, care and education service delivery teams

External – people we support and their families

This job description and person specification is not exhaustive and amendments and additions may be required in line with future changes in the post holder's duties.

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Person Specification

Essential Experience

Qualifications:

- Degree in Journalism, Communications, Marketing, or a related field, or equivalent proven written word experience, evidenced with examples.

Experience:

- Proven experience in content creation, and copywriting, ideally within a charity environment.
- Experience writing for digital platforms, including websites, blogs and social media.
- Understanding of effective storytelling techniques for fundraising and engagement.
- Experience working with case studies, interviews and real-life stories to create compelling content.
- Ability to tailor content for different audiences.

Technical/Work based skills:

- Exceptional copywriting and editing skills, with strong attention to detail.
- Ability to conduct interviews sensitively, ensuring stories are respectful and authentic.
- Experience in social media content creation and writing copy for digital.
- Proficiency in Microsoft Office

General skills and attributes:

- Creative and strategic thinker, with the ability to develop content that drives engagement and income.
- Strong organisational and project management skills, handling multiple deadlines efficiently.
- Excellent communication and collaboration skills, working effectively with colleagues across different teams.
- Ability to work independently and take initiative while also responding to organisational needs.
- Passion for storytelling and social impact, with a strong understanding of the sensitivities of beneficiary communications.

Desirable Experience

Skills and Experience:

- Experience using design tools (Canva) for basic content creation.
- Knowledge of multimedia storytelling.
- Basic understanding of SEO, web content best practices, and digital engagement techniques.

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SAFEGUARDING

Shaftesbury is committed to safeguarding and promoting the welfare of adults, young people and children and expects all employees to share this commitment and follow our safeguarding policies and procedures.

EQUALITY AND DIVERSITY

Shaftesbury is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Shaftesbury aims to create and sustain an inclusive work environment which provides equality of opportunity for everyone and reflects the diversity of the communities we serve. The post holder is required to uphold the Equality and Diversity policy and comply with the code of conduct which sets out our standards of behaviour towards those who use our services or work within them.

CHRISTIAN ETHOS AND VALUES

The post holder must carry out all duties in a manner which is consistent with Shaftesbury values which are based on an inclusive Christian ethos.

POLICIES AND PROCEDURES

The post holder must also maintain the policies, procedures and practices of the organisation and as far as possible, must ensure that all activities within the work setting are consistent with those values, policies, procedure and practices.

CONFIDENTIALITY

The post holder must ensure that any information relating to employees, people supported and volunteers (future, current and past) is treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of the team or managers.

HEALTH AND SAFETY

The post holder must be familiar with Shaftesbury Health and Safety policies and guidelines. All work should be undertaken so as to be consistent with these, and so as to ensure own health and safety and that of others affected by their work.

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General Information

I have read and understood the job description outlined above. I confirm that I am capable of fulfilling the responsibilities and requirements of this role. I agree to perform the duties to the best of my ability and in line with the company's expectations.

Employee Signature: _____

Employee Name (Printed): _____

Date: _____