



**Content Officer
Recruitment Pack**

Content Officer

Communications and Marketing

Contract:	Full time, permanent
Hours:	35 hours per week, Monday- Friday, 9am-5pm (flexible work options available)
Salary:	£30,000-£35,000
Location:	Anchored to London Carers Trust office 1 day a week. Flexibility to work from other Carers Trust's offices around the UK when needed.

Why this role is pivotal to Carers Trust

This exciting new role offers a budding content creator a unique opportunity to specialise in storytelling, inspiring action and showcasing Carers Trust's impact. As a key member of Marketing and Communications Team, you will use your excellent storytelling ability to bring to life our work and build public awareness of our brand. You will work closely with Marketing and Communications colleagues, as well as with colleagues from other departments, to develop high quality digital and print content and publish it in an engaging way across our digital and social media channels. To do this, you will gather powerful written and video content through our Network Partners – local carer organisations across the UK. This content will focus on the positive impact of our work to support unpaid carers, their families and children.

You will ensure the stories we tell illustrate the work we deliver with our Network Partner local carer organisations to enable our key strategic priorities. Maintaining a consistent and powerful approach to telling real-life stories through multiple media types (written, images and video) is also key. As you will be working with multi-media story producers and freelance videographers, it is essential that you are able to understand and confidently brief them on the requirements for your projects.

In this role you will

- Tell the story of the impact that Network Partners, donors and funders are having on unpaid carers' lives.
- Develop powerful, emotive, multi-media content that galvanises potential supporters to join us in taking action for unpaid carers, creating the warm glow that comes from making a positive change in the world, and influence policy and decision-makers in Government.
- Bring campaigns, appeals and communications to life and support the marketing and communications, policy, fundraising and delivery colleagues.

Main responsibilities (not an exhaustive list)



- Gathering powerful stories which reflect the work we do and the impact on the lives of those who use our services.
- Working with Marketing and Communications colleagues to turn these stories into high-quality creative content for Carers Trust's online and printed publications, website and digital channels.
- Sourcing, interviewing, writing up and proofreading new stories - ensuring Carers Trust can tell its story effectively, and edited to our house style and exacting standards of accuracy.
- Building and maintaining key relationships with colleagues and Network Partners, ensuring they are clear on how the stories on which they collaborate will be used.
- Managing bespoke content creation projects, providing regular updates on development and production.
- Working with Marketing and Communications colleagues to ensure video and photography content is developed, used and saved on our Digital Asset Management (DAM) System.
- Working with the Digital Engagement Manager to evaluate engagement with online content, using data and analytics to drive decision-making and innovation.
- Repurpose existing content for different audiences and projects.
- Under direction from the Communications Manager, help manage the production and design of selected Carers Trust publications, including management of external suppliers and agencies.
- Prepare social media assets and infographics using Canva and other desktop design software.
- Create and distribute e-marketing copy to promote Carers Trust, its Network Partners and their services.
- Promote and schedule content on social media networks and work with the Digital Engagement Manager to monitor engagement (e.g. comments and shares).
- Working with the Communications Manager where appropriate, take in and respond to media enquiries, briefing Carers Trust spokespeople where required.
- Measure web traffic to content (e.g. conversion and bounce rates) and report to set KPIs.
- Update the Carers Trust website as needed. Play a key role in the Marketing and Communications Team and collaborate closely with colleagues and teams throughout the charity.

Our ideal candidate



- Proven work experience as a content creator, copywriter, video producer or similar role.
- Excellent writing, editing and proofreading skills and attention to detail, as well as the ability to adapt tone and style to diverse audiences.
- A creative flair and strength in generating ideas.
- Ability to produce content efficiently to meet campaign or organisational deadlines.
- Degree or equivalent work experience in Marketing/Communications, English, Journalism or relevant field.
- Excellent project management skills and the ability to prioritise complex workloads.
- Time-management skills and ability to manage multiple priorities.
- Experience in story gathering.
- Hands-on experience with Content Management Systems (e.g. WordPress).
- Familiarity with SEO.
- Knowledge of Resource Space or similar DAM systems.
- Ability to be administratively self-servicing, including managing email, word processing and spreadsheets.
- Knowledge of how to make online and offline materials accessible, to ensure they meet the needs of a diverse audience and website accessibility requirements.
- Knowledge of safeguarding and GDPR preferred but not essential.
- Understanding of, and commitment to, principles of confidentiality and consent processes, including ability to follow organisational policies around managing sensitive information such as carers' case studies.
- Ability to teamwork effectively with colleagues / external stakeholders and form effective working relationships.
- Flexibility and the ability to work outside normal office hours including some travel within the UK.
- A knowledge of, and a commitment to, equal opportunities and diversity principles.

How to apply

Please apply by uploading your CV and supporting statement via the Carers Trust website as instructed.

For an informal conversation about the role please contact: web@carers.org

Application deadline: Monday 2nd September

Expected interview date: Week commencing 9th September

We value a diverse and inclusive workplace and therefore strongly encourage applicants of all backgrounds to apply and join Carers Trust irrespective of age, disability, sex, gender identity, pregnancy, maternity, race (which includes colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or because someone is married or in a civil partnership.

Carers Trust is committed to making our recruitment practices barrier-free and as inclusive as possible for everyone. This includes making adjustments or changes for people who have a disability or long-term health condition or caring responsibilities. If you need any reasonable adjustments for any part of the recruitment process for any reason please let us know, in confidence, to discuss these.