



About the role

Thank you for your interest in this exciting role.

At Leadership Skills Foundation, we believe in the power of essential skill development to transform lives. Every day, we work with organisations across the UK (and beyond) to create opportunities that help individuals develop the skills, qualities and confidence they need to succeed.

We're looking for a creative and driven **Content Officer** to join our growing Marketing and Communications team and help bring those stories to life.

In this role, you'll create engaging content that showcases the impact of our programmes and strengthens our brand across a wide range of audiences. From creating short videos and case studies to capturing authentic stories from young people, educators and partners, you'll play a key role in helping us connect with stakeholders and grow engagement.

Working closely with colleagues across the organisation, you'll develop content for campaigns, our website, social media and other channels, ensuring stories are adapted and repurposed to maximise their reach and value. You'll also use audience insights and performance data to continuously improve the effectiveness of our content and communications.

We're looking for someone with strong storytelling and content creation skills, who enjoys building relationships and spotting opportunities to tell compelling stories. You'll be organised, proactive and comfortable coordinating multiple projects, with a genuine enthusiasm for creating content that makes a difference.

As a remote-working organisation, we offer flexibility alongside regular opportunities to come together as a team. If you're passionate about creating meaningful content and want your work to have a positive impact on young people and communities, we'd love to hear from you.

Ready to make an impact?

Join us and help tell the stories that inspire the next generation.

We look forward to receiving your application.

Alice White

Marketing and Communications Manager

About the Leadership Skills Foundation

Our vision is for everyone to be empowered to shape their future and lead their communities.

With a 40+ year heritage, the Leadership Skills Foundation exists to help young people build the confidence to believe, the qualities to lead and the skills to succeed.

Working with close to 100,000 young people every year across 2,500 delivery centres (schools, colleges and community organisations), our programmes deliver millions of hours of learning and peer-to-peer volunteering. We provide an empowering environment and learning frameworks where everyone is empowered to shape their futures and lead their communities.

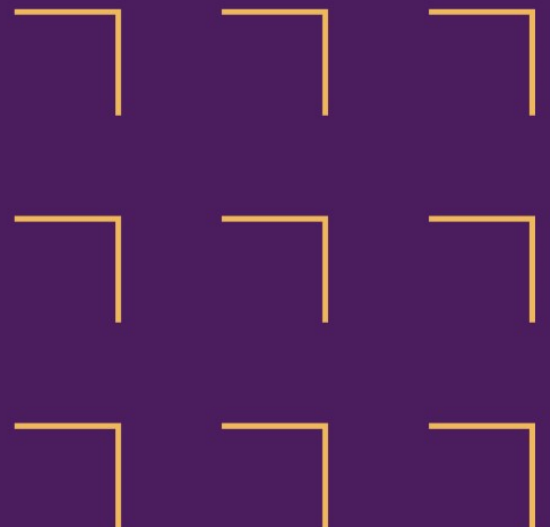
97% of centre staff believe Leadership Skills Foundation programmes provide young people with the skills to succeed.

As an awarding organisation, all our programmes are accredited in line with regulatory conditions, ensuring learners achieve meaningful and recognised qualifications and awards. Our programmes equip learners with employability skills for life (communication, problem solving, teamwork, self-belief, self-management) improving motivation, self-esteem and confidence.

90% of learners said that our programmes develop important skills for their futures.

We want young people to possess the skills, knowledge and resilience needed to face the world with confidence and optimism. By enabling organisations to deliver carefully considered leadership programmes, we help shape future generations.

Over two-thirds of businesses believe young people are not effectively prepared for work when they leave school (British Chamber of Commerce).



Our values

We are better together

Together, we do great things. Collaboration, belonging and individuality aren't just buzzwords to us; they're deeply held commitments in the way we work. As we solve problems together, we make sure everyone feels listened to and valued.

We are guided by goals

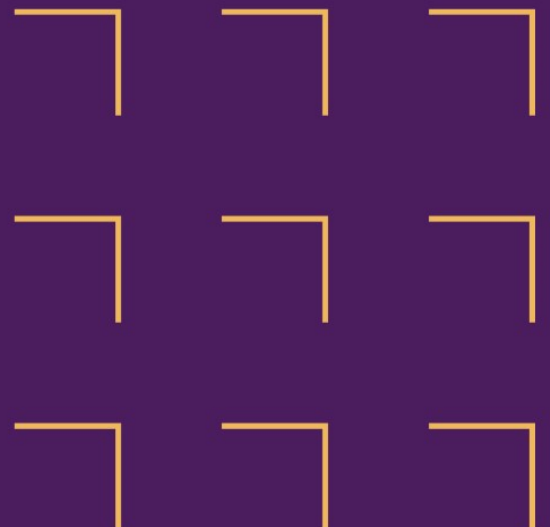
Every initiative we developed is guided by clear aims. From giving young people the confidence to achieve, to bringing major change to communities, all our goals are significant and focused on improvement.

We evolve and innovate

As the world changes, so do the opportunities and challenges of the people we support. As different times call for different skills, we are brave enough to be different and to innovate to be fit for the future.

We have pride in our programmes

We never forget how valuable everyone's future is. That's why we go above and beyond to deliver high-quality trustworthy and regulated programmes.



What you can expect from us

There are numerous benefits that are available to you as a member of Leadership Skills Foundation.

In addition to working for an organisation that is forward thinking with a clear commitment to your wellbeing, we also offer an array of both contractual and non-contractual benefits as outlined below.

Contractual benefits:

- Standard 36 hour working week.
- 25 days annual leave rising to 30 days per year after completion of five years' service.
- Automatic enrolment into NEST Pension scheme after three months, with the option to join group personal pension plan with matched contributions up to five percent following successful completion of probationary period.
- Agile/flexible working.
- Home working.

Non-contractual benefits:

- Discretionary extended Christmas break.
- Vitality Health Care Plan following successful completion of probationary period – with the option to add family/significant others at reduced rate.
- Meaningful and regular one-to-one system as part of a structured personal development process.
- Sight test and eyewear financial support.

Role details

Role title:	Content Officer
Reports to:	Marketing and Communications Manager
Salary:	£33,000
Contract:	Permanent
Location:	Home-based with occasional travel to other locations when required
Hours:	36 hours
Working pattern:	Monday to Friday



Role purpose

To lead the creation, development and optimisation of high-quality, audience-targeted content that supports marketing campaigns, strengthens brand awareness, and enhances engagement across a growing and increasingly diverse range of stakeholders.

The role will address current capacity gaps within the Marketing and Communications team by generating, repurposing and managing multimedia content that supports programme promotion, brand storytelling and organisational positioning.

Key relationships

- Marketing and Communications Manager (line manager)
- Head of Marketing and Communications (dotted line)
- Business Development department, Innovation team, QA and Standards team, Programme Delivery team
- Centres, particularly Centres of Excellence
- External stakeholders (partners, educators, young people)
- Internal staff contributing to content

Key responsibilities

Campaign Support:

- Work closely with the wider Marketing and Communications team to provide content for campaigns and central communications
- Support delivery of increased campaign volume, scale and impact

Content Optimisation and Repurposing:

- Repurpose content into multiple formats for use across channels (social, email, web, campaigns etc.)
- Ensure content is effectively reused to maximise reach and value
- Maintain a pipeline of diverse content to support audience segmentation

Content Creation and Development:

- Develop multi-format content (video, written, visual, digital) tailored to different audiences and sectors
- Generate evergreen content that can be reused and adapted across campaigns and channels
- Produce content that supports strategic content aims

Stakeholder Engagement:

- Build and manage relationships with internal and external stakeholders to generate authentic, impactful content
- Facilitate user-generated content, including youth voice and partner contributions

Insight and Continuous Improvement:

- Gather feedback from stakeholders and audiences to refine content effectiveness
- Contribute to test-and-learn approaches to improve engagement and conversion
- Monitor performance indicators such as engagement rates, CTRs and website traffic

People management responsibilities

- No direct line management responsibility
- Will support coordination of contributors (internal staff, partners, freelancers where applicable)

Skills and experience – essential

- Ability to coordinate multiple projects and deadlines
- Experience in content creation across multiple formats (digital, video, written)
- Strong copywriting and storytelling skills
- Ability to tailor content to different audiences and sectors
- Experience working with stakeholders to generate content
- Understanding of marketing and communications principles

Skills and experience – desirable

- Experience capturing content on location
- Experience with brand development and positioning
- Knowledge of content performance analytics
- Experience in education, youth, or sport sectors

Training and qualifications

- Experience in marketing, communications, media or related field
- Ongoing professional development in content, marketing or digital communications desirable





Development/career pathways for this role

- Progression into Senior Content or Campaign roles
- Development into Marketing and Communications leadership pathways

Personal qualities – for all roles in the Leadership Skills Foundation

- Self-motivated and able to work autonomously
- Customer focused
- Effective and confident communicator
- Proactive in approach and able to work on own initiative both collaboratively and independently
- Adaptable to operational requirements and willing to learn

Personal qualities – specific to this role

- Creative thinker with strong storytelling instincts
- Highly organised with attention to detail
- Curious and proactive in identifying content opportunities
- Comfortable engaging with a wide range of stakeholders
- Resilient and adaptable in a fast-paced environment

Safeguarding specific to this role

Does this role require work with young people in a face to face capacity?	Yes/No
Will the postholder require an enhanced DBS check?	Yes/No If Yes- England/Scotland/ Both
Safeguarding training is a mandatory requirement for this role	Yes/No

Recruitment timetable

Closing date for applications: 22 July 2026 17:00

First Stage Interviews to be held online: 4-5 August 2026

Second Stage meeting to be held in person: 11-12 August 2026

Start date: ASAP



To Apply

We look forward to your application for the role. To apply, please click on the link below and answer a few questions about the role and attach an updated CV.

Applications no later than 17:00 on Wednesday 22 July 2026.

[APPLY HERE](#)

Further information

Further information If you would like to discuss the role further, please email me at awhite@leadershipskillsfoundation.org

If you require any adjustments to allow you to complete your application, please contact me.

