

## **Content Specialist**

**Hours:** 35 hours per week, Monday to Friday

**Salary:** £36,000, non-negotiable

**Contract:** Permanent

**Working Pattern:** We promote and encourage flexible working in line with our new flexible working policy

**Location:** Home-based in the UK or internationally, with occasional travel and access to our office space.

**Benefits:** 25 days' annual leave pa; additional three days' closure over Christmas; employer pension contribution 6-8%, employee matching contribution min 2%; Employee Assistance Programme; we fund and encourage CPD.



## **Reports To**

Digital and Communications Manager

## **Purpose and accountability**

This role will help to develop content and campaign strategies at Population Matters (PM). The successful candidate will take a proactive, innovative approach to maximising PM's impact and engagement.

The role involves planning and executing content cycles of 3–6 months, supported by KPIs to evaluate performance and adapt strategies as needed. This includes creating diverse digital content, commissioning internal and external creators and leveraging analytics to ensure campaign success.

The post-holder will have the opportunity to shape and implement content strategies aligned with best practices and organisational goals. They will also evaluate existing approaches, enhance our social media presence and respond dynamically to breaking news and trends to keep PM's campaigns relevant and impactful.

The successful candidate will join PM at an exciting time, contributing to an organisation that is expanding, professionalising and sharpening its focus on global impact.

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**Title:** Content Specialist Job Description and Person Specification

**Author:** Ben Stallworthy

**Date:** 27.11.2024

## **Duties and Responsibilities**

- Develop engaging digital content, including graphics, videos, articles and social media posts, to promote PM's mission and campaigns.
- Identify and commission high-quality, cost-effective content from external creators to expand our outreach and enhance campaign effectiveness.
- Plan, execute and adapt strategic content cycles to ensure campaigns are timely, impactful and aligned with organisational goals.
- Leverage social media platforms to grow PM's influence, engage diverse audiences and drive awareness among key stakeholders.
- Monitor campaign performance using analytics tools, optimising content and strategies based on key metrics.
- Work closely with colleagues across fundraising, policy and communications teams to maximise PM's global impact.
- Experiment with and implement new content initiatives to achieve campaign objectives within budget constraints.

## **Person specification**

### Essential:

- Passion for and commitment to Population Matters' vision, mission and values.
- Experience of running content campaigns, analysing performance and reporting against KPIs.
- Experience of leveraging technologies, including AI, to enhance workflows, optimise content production and improve campaign efficiency.
- Demonstrated ability to produce impactful, high-quality content, including graphics, videos, articles and social media posts, within budget constraints.
- Proficiency in using social media channels, digital tools and analytics to grow influence, engage audiences and drive change.
- Excellent interpersonal, and verbal and written communication, skills.
- Highly organised and self-motivated, with a proactive, test-and-learn approach.
- Eager to learn and develop professionally, with a strong commitment to continuous improvement.

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