



## JOB DESCRIPTION – External

<b>Job Title: Content Studio Producer</b>		<b>Updated Month/Year:</b> <b>April 2026</b>
<b>Directorate:</b> <b>Marketing &amp; Engagement</b>	<b>Reports To Job Title:</b> <b>Head of Marketing</b>	<b>Location:</b> <b>Remote contract with occasional travel to shoots and meetings</b>

### Role Context:

NCT, the National Childbirth Trust, is the UK's charity for pregnancy, birth and early parenthood. For nearly 70 years, we've been alongside women and parents, offering trusted information, practical support and building communities. We're here for every parent, to help them feel confident, connected and safe.

We are best known for our award-winning antenatal classes, but we also do much more. We campaign on issues that matter to parents, provide infant feeding support, and run thousands of free community events and activities led by our amazing volunteers. We also support families facing challenges like social isolation, feeding difficulties, and poor mental health. We offer support in communities, in hospitals and online. Last year we supported 250,000 parents on their unique journeys through pregnancy, birth, infant feeding, and early parenthood.

### Role Purpose:

To produce high-quality, accessible and timely content across NCT's channels, supporting marketing campaigns, communications and income generating activity through a central Content Studio.

The role creates engaging, audience-led content across multiple formats including video, social, email, web and press materials ensuring all output aligns with NCT's brand, messaging and tone of voice. Working closely with the Marketing & Growth Manager and Communications team, the role delivers content at pace in response to marketing campaign briefs, organisational priorities and emerging opportunities.

A key part of the role is identifying creative, reactive and real-time content opportunities, using judgement and initiative to respond to audience needs in a fast-moving and sometimes sensitive environment. All content produced through the role is expected to support clear organisational outcomes, either driving income (such as course bookings and partnership value) or strengthening perceptions of NCT (including trust, relevance and connection with parents).

Success in the role requires strong copywriting, creative and production skills, attention to detail and a proactive "see it, own it, solve it" mindset, taking ownership of delivery and contributing ideas that improve the quality, impact and effectiveness of NCT's content.

### Key Accountabilities/Duties:

#### 1. Content creation and production

- Create high-quality, engaging and accessible content across multiple formats, including video, social media, email, web and other campaign assets, ensuring alignment to NCT's brand, tone of voice and messaging.
- Take ownership of your content from brief to delivery, ensuring strong attention to detail, accuracy and consistency throughout.



- Ensure all content has a clear purpose and is designed to deliver either on driving course bookings, supporting partnership activity or strengthening perceptions of NCT.
- Proactively generate and develop content ideas that meet audience needs and organisational priorities.

## 2. Campaign and project delivery

- Deliver content in line with annual plan, timelines, briefs and priorities.
- Work collaboratively with colleagues across Marketing, Communications and Fundraising & Strategic Partnerships to ensure content supports the objectives of integrated campaigns.
- Adapt content as required to meet changing priorities, feedback or performance insights.

## 3. Reactive content and social listening

- Actively monitor social channels, media, trends and the external environment to identify relevant conversations, risks and opportunities for NCT.
- Operate with a “see it, own it, solve it” mindset, taking responsibility for progressing reactive or real-time content and opportunities rather than waiting for direction.
- Take ownership of social listening, including reviewing and responding to interactions and engaging with the community, or identifying where escalation is required.
- Work closely with the Communications team on reactive content linked to media or external events, ensuring alignment and appropriate tone.

## 4. Content planning and workflow

- Support content planning by working closely with the Marketing & Growth Manager to understand priorities and requirements.
- Manage own workload effectively within the Content Studio, balancing deadlines and planned vs reactive activity.
- Collaborate with Studio team members to ensure creative, consistent, and well prioritised output. Support an efficient workflow within the Studio, flagging risks or capacity challenges and proposing solutions.

## 5. Performance, improvement and innovation

- Use data, feedback and insight to refine and improve content over time.
- Support a test-and-learn approach by experimenting with different content styles, formats and messaging.
- Stay up to date with content trends, platform developments and audience behaviours.

## 6. Ways of working and responsiveness

- Contribute to a flexible and resilient Content Studio operating in a fast-paced and sometimes sensitive environment.
- Participate in shared team responsibilities for reactive communications, including occasional out-of-hours working and rota-based cover for press phone/inbox where required.

### Role Dimensions:

<b>Area of Responsibility</b>	<b>Details</b>
Key Stakeholders	Content Studio team, Head of Marketing, Marketing & Growth Manager, PR & External Communications Manager, Head of Communications, Fundraising & Strategic Partnerships team.
Governance Reporting Lines	To be confirmed in post
Groups and Meeting Attendance	To be confirmed in post





<b>Personal attributes/Other</b>	<ul style="list-style-type: none"><li>• Adaptable to changing priorities and able to work calmly under pressure.</li><li>• Collaborative and supportive within a small team.</li><li>• Creative, proactive and enthusiastic.</li><li>• Willing to be responsive and flexible, including occasional out-of-hours or reactive support.</li></ul>	Essential
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