

JOB DESCRIPTION

Creative and Content Manager

Reporting to:	Head of Marketing and Communications
Salary:	£37,200 per annum pro rata – plus London Weighting if applicable (home address within M25 perimeter). Contributory pension scheme.
Staff responsibility:	2x Creative and Content Officers, 1x Stories Officer
Location:	Flexible – remote or London hybrid
Holiday entitlement:	25 days, plus three discretionary days between Christmas and New Year and statutory holidays
Terms of employment	Full time (35 hours per week), permanent

About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 90 staff based in England, Wales Scotland and Northern Ireland.

Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges facing bowel cancer patients across the UK and our community needs us

now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

Job summary

The Creative and Content Manager heads up the team that leads on brand, creative and case study storytelling for the charity. This role is essential in ensuring the success of projects from high-profile public campaigns, to targeted health information for patients and healthcare professionals. It sets standards for creative work and plans for content needs including sourcing real-life stories.

You'll be a creative all-rounder with a passion for high quality creative work, the importance of a strong brand, the need for great content planning and the power of storytelling in developing successful communications. You'll also sit on the Marketing and Communications Management Team, playing a key role in driving forward the team as a whole, from the personal development of individuals, to leading and shaping major marketing and communications initiatives.

Main responsibilities

- Lead a team of three creative, content and storytelling experts to deliver on the content and creative requirements of the organisation
- Set and maintain standards to ensure our creative work is high quality, on brand, and in line with industry best practice and the charity's policies on diversity and accessibility
- Work with colleagues from across the organisation to ensure the success of projects from brief to production, for internal and external audiences
- Lead the development and creation of materials and assets to meet the needs of a client brief including video, photography, animation, graphics, design and print
- Manage the fluctuating demands of the organisation by allocating work within the team and maintaining a roster of external suppliers such as creative agencies,

photographers and filmmakers

- Maintain a database of real-life stories that bring to life the organisation's key themes, and are sourced and stored in line with our privacy policies and all relevant data protection legislation
- Support the Head of Marketing and Communications with brand management, ensuring our visual identity, messaging, tone of voice and style are appropriately and consistently integrated into the charity's work
- Lead on brand tracking and measuring the impact of the brand
- Lead on providing brand, content production, copywriting and proofreading advice and training to other teams at strategic and operational levels
- Line manage staff or volunteers in line with the organisation's policies and procedures, ensuring they have clear objectives and receive training and development opportunities to enable them to perform their roles effectively
- Keep up to date with the latest trends and developments in content production and lead activities to share ideas and inspire innovation
- Carry out other duties as required
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices

Person specification

Qualifications and experience

- Significant experience of managing the full design process from brief to production for a variety of channels and formats, including digital and offline, written, audio, visual, interactive and multi-media formats

- Excellent knowledge of current design practices and production software within the Adobe Creative Cloud suite; Photoshop, Illustrator and InDesign etc. with the ability to quickly pick up new skills
- Strong experience of managing relationships with agencies and freelancers
- Significant experience of working for a charity or not for profit (experience in the healthcare sector is desirable)
- Demonstrable experience of brand management
- Line management experience is desirable

Knowledge, skills and abilities

- Content creation skills, including:
 - copywriting, editing and proofing within and brand's guidelines and tone of voice
 - graphic design, layout and typography within and brand's guidelines
 - video production and editing skills
 - working with printers and other manufacturers, conducting pre-flight checks and supplying files to the correct specification
 - other skills an advantage, e.g. animation, podcast recording
- Strong planning, project management and organisational skills
- Excellent interpersonal skills, ability to build effective working relationships both internally and externally with a range of stakeholders

Personal qualities

- Creative, enthusiastic, flexible and proactive
- Interested in new trends, ideas and innovations; willing to learn new skills and test things out
- Ability to manage a busy workload and keep on top of multiple projects
- Ability to work under pressure and to tight deadlines to a high standard
- Ability to use own initiative
- Strong attention to detail and accuracy
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to the work of Bowel Cancer UK and empathy with the experiences of people affected by bowel cancer

Safeguarding

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.