

# Digital Content Manager

## (Mat Cover)

**Ending extreme poverty – whatever it takes**

### **WHO WE ARE**

We deliver life-saving and life-changing interventions to some of the world's poorest and most vulnerable people. From rapid emergency response to our innovative programming in health and nutrition, livelihoods and education, we go to the hardest to reach places to make sure that no-one is left behind.

Today we are a team of over 3,500 highly skilled and dedicated professionals from 50 countries who share an exceptional depth and diversity of experience.

### **OUR VISION FOR CHANGE**

We believe in a world where no one lives in poverty, fear or oppression; where all have access to a decent standard of living and the opportunities and choices essential to a long, healthy and creative life; a world where everyone is treated with dignity and respect.

### **OUR MISSION**

Our mission is to permanently transform the lives of people living in extreme poverty, tackling its root causes and building resilience.

### **EQUALITY, DIVERSITY AND INCLUSION**

Concern Worldwide encourages all qualified candidates, irrespective of gender, ethnicity and origin, disability, political beliefs, religious beliefs, sexual orientation, or socio-economic status to apply to become a part of the organisation. Concern is against all forms of discrimination and unequal power relations, and is committed to promoting equality.

### **COMMUNICATIONS DEPARTMENT**

We are a small, friendly team that leads all external communications, ensuring our messaging is clear, consistent, on-brand, and engaging for our target audiences. As part of the team, you will play a key role in inspiring support from the UK public to help end extreme poverty and respond to humanitarian emergencies.

**Job Title:** Digital Content Manager

**Reports to:** Director of Communications

**Direct reports:**

- Digital Marketing Executive
- Social Media Officer

#### Internal partnerships:

- All UK teams
- Global Communications Team but in particular with Rol and US web teams
- Country Offices/Regional Directors and Desk Officers

#### Job Location: London

Staff are expected to come into their base office once per week or the monthly equivalent i.e. 4 times per month. Staff are also able to flex their start and finish times between the hours of 7am to 7pm daily.

Our London office is based in The Foundry, a vibrant and eco-conscious workspace near Vauxhall and Oval stations. You'll be based in a dynamic, purpose-driven workspace designed to support collaboration and innovation. The Foundry offers excellent on-site facilities, including a vegan café and a programme of monthly events, workshops, and networking opportunities with other charities and NGOs based in the building. With its welcoming, inclusive environment, The Foundry is a place where people come together to work, connect, and drive meaningful change every day.

**Contract Length:** 12 months, fixed term contract (or until the return of the employee on maternity leave). We are looking for someone who can start end of September to allow a handover before the current postholder begins maternity leave.

#### Pay band: GB6

**London:** £43,250- £48,055

*New employees typically start at the beginning of their pay band.*

The successful post holder will be required to complete a criminal records self-declaration form and Basic DBS check.

#### Benefits

- 25 days' annual leave, pro-rated for part-time employees.
- Office closure between Christmas Day and New Year's Day
- Flexible hours and hybrid working
- Annual leave purchase scheme
- Enhanced parental leave pay
- Stakeholder pension
- Season ticket loan
- Cycle scheme
- Life assurance
- Access to Employee Assistance Programme (EAP)

Details of our benefits can be found on our website:

<https://www.concern.org.uk/working-concern-worldwide-uk>

### **Job Purpose:**

The Digital Content Manager will provide leadership and strategic direction for all of Concern's digital content.

The role's overriding objective is to create a positive and engaging online experience for Concern's digital audiences while maintaining a focus on content that increases awareness, income and brand loyalty.

Acting as the organisation's champion for content marketing, the post holder will not only drive donations, but design meaningful digital experiences that bring supporters closer to the impact their contribution has.

The role involves managing complex demands from across the organisation as well as being responsible for output and managing risk. As one of the organisation's lead digital copywriters, they ensure all content is of the highest quality and meets our strategic objectives. They are also an expert in digital content management and accessibility best practice, ensuring the website is maintained according to the highest digital standards.

The role also involves daily liaison and negotiation with a multitude of internal stakeholders in the UK, Ireland and the US, as well as external stakeholders including content creators, designers and developers among others.

### **Main duties & responsibilities:**

#### **Content**

- Lead on the commissioning, creating and publishing of user-focused, action-oriented content in a variety of formats (text, infographic, video, etc.) and for a wide range of digital channels (including web, mobile, email and social).
- Collaborate with other content producers internally and externally to ensure digital requirements and standards are understood and met.
- Continually evolve our online content strategy and style to ensure delivery on key organisational objectives.
- Drive innovation and guide the organisation in the implementation of experimental ideas and approaches to digital content and engagement that can help us boost our digital outputs, ensuring that evaluation is robust.
- Responsible for sign off of digital content.

#### **Social media**

- Implement a forward-thinking social media strategy across all our channels, focused on driving awareness and support.
- Ensure that all Concern profiles and content best reflect the needs of our audiences and help meet the aims of the organisation.
- Ensure the social media strategy feeds into the charity's wider content strategy. Use an evidence-based approach to advise on best practice, development of audience-specific content and innovative and innovative ways of working.
- Maintain tight protocols around social media to help mitigate against internal and external reputational risk.
- Collaborate with global teams on shared channels to ensure we maximize resources and opportunities.

- Manage the workload of the Social Media Officer and provide day-to-day support, ensuring the social media team is supported to deliver against organisational objectives.
- Work with other teams to develop integrated campaigns with clear aims, good user journeys and KPIs.
- Continually improve and develop the social media channels by applying learnings from analysis and findings, identify new ways to reach target audiences and increase engagement.

### **Digital marketing**

- Support the development and implementation of marketing plans for different departments, providing expert guidance and adoption of digital marketing processes.
- Manage the Digital Marketing Executive on the production and delivery of email marketing using advanced editorial skills, creative judgement and email marketing expertise to deliver effective campaigns that maximise customer engagement and conversions
- Ensure Concern's digital platforms are managed according to the highest web standards, with particular reference to SEO/GEO and usability.

### **Strategy, compliance and planning**

- Create, maintain and continually develop the content, social media and SEO/GEO plans.
- Manage and coordinate the organisational wide editorial calendar.
- Ensure process and procedures around content production and social media are set and adhered to.
- Deputise for the Director of Communications in their absence.

### **Monitoring, learning and evaluation**

- Provide regular reporting on the team's output and impact.
- Create and maintain routine evaluation of audience engagement with all types of content.
- Work with the fundraising teams to develop improved ways of measuring the impact of content on revenue generation.
- Undertake routine competitor analysis of content.
- Track best content practices and emerging technologies that might be adopted by Concern.
- Ensure learnings from content are shared across the communications department both locally and globally.

### **Relationship management**

- Create a team culture of constructive performance coaching and regular ongoing feedback.
- Encourage creativity, experimentation, innovation and productivity across the team.
- Build and sustain a good relationship with all internal and external stakeholders.

### **ESSENTIAL**

- Demonstrable experience as a digital content writer/editor or similar role.
- Demonstrable experience writing, editing and quality-assuring digital content, ensuring accuracy, consistency of tone, accessibility and adherence to brand guidelines.
- Extensive experience using multiple CMS systems – ideally one of which will be Drupal

- Extensive technical and practical knowledge of SEO, SEM/GEO, web usability and digital content optimisation best practice.
- Deep understanding of digital content trends, audience behaviour and user needs.
- Demonstrable experience managing multiple internal and external stakeholders.
- Experience of workflow management and scheduling.
- Ability to manage competing priorities and quickly absorb and apply new information.
- Ability to meet constant deadlines and targets.
- Exceptional organisational skills with an ability to prioritise workload effectively
- Excellent interpersonal skills - capable of building a good working relationships and influencing upwards at all levels of operation of Concern.
- A good degree of flexibility, diplomacy and integrity.
- Willingness to constantly adapt and change to evolving digital content trends and platforms.
- Interest in Concern's work and development issues.

## DESIRABLE

- Photography/videography qualification or qualified by proven relevant experience.
- Project management qualification or qualified by proven relevant experience.
- Graphic design qualification or qualified by proven experience.

## To apply:

Please upload your CV and cover letter explaining how you meet the essential and desirable criteria for the position by **19<sup>th</sup> July 2026**.

Your cover letter will be scored against each of the listed requirements listed in the job description. To give yourself the best chance of being shortlisted, please copy each criterion into your cover letter and explain under each one how your experience, skills, or achievements demonstrate your suitability. Use clear and specific examples to support your statements.

Concern will shortlist only those candidates who clearly demonstrate that they meet all essential criteria. If a high number of applicants meet the minimum requirements, we will assess and score candidates against the desirable criteria to determine who will be invited to interview. It is therefore important that your application provides detailed evidence of how you meet the role requirements.

*All candidates who are short-listed for an interview will be notified via email after the application deadline.*

*Candidates must be legally entitled to work in the UK at the time of application.*

## Concern disclaimer

### **Safeguarding at Concern: Code of Conduct and its Associated Policies**

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies; the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with

Concern's core values and mission. Any candidate offered a job with Concern Worldwide will be expected to sign the Concern Staff Code of Conduct and Associated Policies as an appendix to their contract of employment. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, working or volunteering with Concern is subject to a range of vetting checks, including criminal background checking.

### **Equal Opportunities**

Concern Worldwide is an equal opportunities employer.

### **Data Protection**

Information that you submit through this Site may be transferred to Concern offices outside of the European Economic Area. Concern respects your privacy, and has security procedures in place to protect your data at all times. Please see the links below leading to our Privacy Statement and Terms and Conditions for more details.

### **Your Personal Data – Fair Processing Notice**

During this job application, you will provide Concern with your personal data. Concern takes its responsibilities towards this personal data very seriously and is committed to complying with all relevant data protection legislation. Concern uses this information to consider your suitability for this position and may contact you to call you for an interview. Your data may be shared internally to consider this application. Concern will not use your data for any purpose other than assessing your suitability for filling a vacancy with Concern. If Concern determines you are not best suited to the role you have applied for, but there is another role which may interest you, Concern may contact you in relation to that role. If you do not want Concern to contact you in relation to other roles please let us know. Concern will store your data securely. Your Concern applicant profile will be deleted automatically after 18 months of inactivity. You may request Concern delete your profile at any time by contacting your recruitment contact person or [dpo@concern.net](mailto:dpo@concern.net)

You have the right to access data held by Concern about you at any time. Under certain circumstances, you have the right to have all data held by Concern about you erased. You have the right to have incorrect or incomplete data rectified and to have processing restricted. You have the right to complain to the Office of the Data Protection Commissioner if you feel Concern has acted inappropriately in relation to the collection or processing of your personal data. For more information in exercising these rights please contact your HR focal person or [dpo@concern.net](mailto:dpo@concern.net).

If you are not satisfied that the processing of your personal data above be carried out by Concern, please do not apply for this position.

### **Submitting an Application**

By submitting an application to Concern via this Site, you thereby certify that you have not knowingly withheld any information that might adversely affect your chances for employment and that the information you have provided is, to the best of your knowledge, true, complete and accurate. You further certify that you have personally completed any application submitted in your name. You understand that any omission or misstatement of material fact on any application or on any document used to secure employment shall be grounds for rejection of such application or for immediate discharge if you are employed, regardless of the time elapsed before discovery

Concern does not guarantee the availability of any job advertised on the Site and will not be responsible should Concern have filled a vacancy at any time prior to the removal of the advertisement from the Site.

### **Policy on Preventing Diversion of Organisational Resources**

Concern receives a substantial amount of funding from external donors each year. Increasingly donors are introducing requirements whereby future funding is conditional on Concern ensuring that the names of any new employee or volunteer do not appear on watch lists of suspected terrorists maintained by international organisations. These include:

- The European Union (List of person, groups and entities to which Regulation EC No. 2580/2001 applies;
- The US Government (Office of Foreign Assets Control list of specially designated Nationals and Blocked Persons); and
- The United Nations (Consolidated List)

In some circumstances, an offer of employment (either paid or voluntary) with Concern Worldwide will only be made once a clearance check against these lists has been conducted. Any such checks will be done in full compliance with the appropriate Data Protection legislation. For additional information please consult our web site or contact the Human Resource Division in our Head Office. By submitting a formal application to Concern for paid or voluntary employment, you agree to Concern carrying out a clearance check as outlined above. Please be aware that Concern will not proceed with your application should your name appear on any of the aforementioned lists.

In certain circumstances, donors may request that personal data relating to employees to work on the activities that they fund be provided directly to them - so that they can perform their own counter terrorism checks. This may involve transferring some basic personal data outside the EEA. It will be a condition of your employment contract that Concern be allowed to share this information with institutional donors for these purposes. Concern will ensure that the institutional donor has appropriate safeguards are in place to protect your data from unauthorized access or use. Concern will not comply with such requests without first seeking the employees' agreement. Where such agreement is withheld, Concern may however not be able to employ (or continue to employ), the individual concerned.

For additional information please consult our web site or contact the Human Resource Division in our Head Office.

You have certain rights under data protection legislation. For more information on how to exercise those rights please visit <https://www.concern.org.uk/privacy-statement>