



Job description

Pets change lives
We change theirs

BLUE FOR
PETS
CROSS

Title:	Digital Content Manager
Directorate:	Fundraising, Marketing and Communications
Responsible to:	Head of Digital Marketing
Grade:	3.2

Main purpose of the job

You'll be joining Blue Cross at an exciting period of change. This year, we expect to see over four million users visit our website to read our pet advice content and more to access our services. You'll be at the forefront of ensuring that our content responds to the needs of these users, is well planned and managed and continues to ensure that pets everywhere can live their best lives.

You'll manage a busy team of three and will be responsible for designing, commissioning, editing and publishing content across channels and in a range of formats. You'll be a champion of our brand, our style and tone of voice ensuring that we're accessible, friendly and trusted. You will be constantly developing new ideas, stories and other content to help increase engagement and deepen our relationship with our audience.

As the charity moves to a more user-focused way of thinking about content, you'll help to plan and embed a content design approach that starts with identifying the content needs of pet owners and lovers.

You'll support the development of integrated digital communication campaigns and help us spread the word about the great work that we do. You will also be responsible for ensuring that our content plan is tactical, focused and developed collaboratively with teams in the wider charity.

Key accountabilities

- Work with the Head of Digital Marketing to plan and embed a content design approach including a structured approach to user testing
- Work with the Head of Digital Marketing and others in the team to develop a clear content strategy
- Define a content development process including workflows and processes for managing and updating content effectively
- Commission, edit and publish content that meets user needs, with a focus on our website
- Ensure user journeys are the best they can be
- Use and share analytics and research to identify areas of content to commission and to monitor performance of content
- Advise colleagues on creating effective content and ensure that Blue Cross's content plan is developed in collaboration with other areas of the business and regularly updated
- Maintain and update Blue Cross's writing guidelines, and encourage high editorial standards across the organisation
- Collaborate with subject matter experts throughout the charity to develop content
- Line manage the Content Team (2 FTE Digital Content Officers and 1 Editor)
- Assist the Editor with the creation of our supporter magazine
- Represent the team on Blue Cross working groups including our Welfare Board

Essential qualifications, skills and experience

- Exceptional and proven communication skills, both written and verbal
- Excellent collaboration and problem-solving skills
- Deep knowledge of content design
- Knowledge and experience of user research and testing techniques to develop understanding of user needs, test hypotheses and translate learnings into solutions
- Extensive experience of writing for the web, with proven ability to create content that is accessible and usable
- Proven experience in using metrics and user feedback to define and improve content
- Experience of working on a major consumer-facing website



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- Experience of developing engaging and innovative content and campaigns
- Implementing and/or using analytics tools to analyse user behaviour, evaluate content and identify challenges and opportunities
- Commissioning, creating, editing and publishing digital content
- Experience of managing, developing and scheduling content plans
- Proven ability to evaluate campaigns and report on findings
- Experience of line management
- Exceptional grammar and use of the English language
- An understanding of SEO and digital marketing
- Excellent organisational and project management skills
- Experience of motivating and inspiring direct reports
- An ability to write quickly, working to tight deadlines

Desirable qualifications, skills and experience

- Experience working with publishers and other suppliers on print publications
- Experience with InDesign, Photoshop and HTML
- A familiarity with content management systems
- A familiarity and interest in pet care and pet welfare issues
- An understanding of organising and directing photo shoots
- Experience of working in the charity sector

The person

The Digital Content Manager will be a user-focused champion of great content who will help us to make a success of our new digital engagement strategy, contributing to the objectives of the team and of the charity. You'll use your collaboration skills to build good working relationships with key departments. You're calm under pressure, have excellent interpersonal skills and the diplomacy to bring people onside.

You'll be part of a skilled and motivated team that delivers results and your leadership will help us to achieve our ambitious vision by bringing us closer to our audience.

THIS JOB DESCRIPTION IS NOT EXHAUSTIVE

September 2021