

Job description

Post	Digital Content Producer (Fixed Term)
Grade	5
Hours	Full time
Accountable to	Digital Channels Manager

The King's Fund is an independent charity working to improve health and care in England. We help to shape policy and practice through research and analysis; develop individuals, teams and organisations; promote understanding of the health and social care system; and bring people together to learn, share knowledge and debate. Our vision is that the best possible health and care is available to all.

Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our vision, values and commitment to diversity and inclusion can be seen at: <http://www.kingsfund.org.uk/about-us/our-vision-mission-and-values/our-values>

Job purpose

Collaborates with colleagues across the organisation and external suppliers to create, edit, publish and manage high-quality content on the Fund's emails, social media channels and website. This includes working on publication launches, The King's Fund events and courses.

Main responsibilities

- Supports and contributes to the day-to-day running of The King's Fund social media (organic and paid) and email accounts.
- Creates and schedules newsletters and other emails, as well as collaborating with other teams on their email campaigns and automations.
- Writes and schedules social media updates for projects, including creating social media assets (including video) to promote publications and digital content.
- When required, monitors The King's Fund's X account, responds to users' tweets and tweets about The King's Fund's outputs and activities as outlined in the social media calendar.
- Offers digital support for branded events and conferences.
- Supports projects at the Fund by planning, creating and publishing digital content for these in consultation with the communications lead and the Head of Digital.
- Supports search engine optimisation and other digital marketing activities.
- Promotes and cross-links relevant content across the website.
- Reviews and updates existing web content.
- Ensures content across the website and channels aligns with accessibility standards and best practice principles.
- Applies and shares knowledge of audiences, user experience and the Fund's communications objectives.
- Analyses and reports on content and channel performance using Google Analytics, Google Search Console and our email and social platforms.

• committed to our purpose and independence • collaborative and supportive
• positive and engaged • striving for excellence • acting with integrity

- Develops a good personal understanding of The King's Fund's audiences, work and external environment.
- Provides out-of-hours cover for social media and website comments one weekend in every five – in practice this involves little more than a quick check-in twice a day.

Management of people and resources

- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are utilised for the benefit of the team, directorate and Fund.
- Manages finances in compliance with related policies and procedures.
- Effectively manages project/business performance by planning, co-ordinating, delivering, evaluating and communicating as appropriate.

Other

- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation by participating in appraisal and appropriate learning activities including information security and privacy awareness.
- Encourages and supports the development of others, the team and the organisation by engaging in and contributing to the Fund as a learning organisation and to its positive culture.
- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, in furtherance of the objectives of the Fund.
- Ensures compliance with The King's Fund's policies, procedures, and contract of employment.

Date: June 2024

Person specification

Supporting evidence

You must demonstrate your experiences, skills, abilities and values by giving specific examples for the criteria within the person specification.

	Essential	Desirable	How tested
Training and qualifications	<ul style="list-style-type: none"> • A good level of general education 		<i>Application</i>
Knowledge and experience	<ul style="list-style-type: none"> • Experience in digital communications roles, with a track record of producing creative, high-quality digital content for social, emails and websites • Experience of writing, editing and proofing communications materials • Experience of organising a busy digital content production schedule and of managing own workload, effectively prioritising tasks and meeting deadlines • Experience of updating websites using content management systems • Experience of using social media scheduling systems to help an organisation engage with and inform its audiences • Experience of creating and sending email campaigns • Experience of content planning around a communications output. • Experience of using Google Analytics to measure impact 	<ul style="list-style-type: none"> • Some knowledge of the health and social care sector or experience of working in a similar organisation to The King's Fund • Some understanding of paid social media setup, principles and monitoring • Experience in using Sprout Social or Dotdigital platforms • Knowledge of accessibility guidelines and best practice principles 	<i>Application</i>

<p>Skills and abilities</p>	<ul style="list-style-type: none"> • Excellent verbal and written communications skills, including accurate use of English and able to proof materials • Able to sub-edit and write concise, engaging copy for social media, emails and websites • Strong administrative skills including good IT literacy – MS Office, content management systems, Photoshop, Google Analytics, basic HTML, social media and email marketing tools • Able to work independently, and contribute as part of a team • Able to work collaboratively and sustain effective working relationships with diverse colleagues, partners and clients • Able to organise their own work and time productively • Understands the qualities and processes of excellent people management • Understands The King's Fund's values and their application to this role • Has an appreciation of the work of the Fund and the contribution of this role 	<ul style="list-style-type: none"> • Basic search engine optimisation skills • Ability to interpret data and translate them into learnings for future projects • Asset creation for social media (including video) 	<p><i>Interview Skills test</i></p>
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	Essential	Desirable	How tested
Personal qualities	<ul style="list-style-type: none"> • Excited by the possibilities presented by digital communications • Committed to providing a high standard of work and continuous improvement • Appreciates the value of diversity • Has a proactive approach to addressing challenges • Committed to continued learning and supporting the learning of others • Willing to accept responsibility and opportunities appropriate for the role • Has a flexible approach to their role and to change 	<ul style="list-style-type: none"> • Active interest in new developments and trends in social and digital 	<i>Interview</i>