

## Job Description

**JOB TITLE:** Content Design Manager

**LOCATION:** The Office is based near Regent's Park, London and we operate a hybrid working model of a minimum of 2 days in the office if based in London or within the London counties. Remote working, UK wide will also be considered.

**SALARY:** £32,000 to £36,000, London based, dependent on experience.  
£28,000 to £32,000, National (outside of London), dependent on experience

**RESPONSIBLE TO:** Senior Design Manager

## About King's Trust International

Founded by HM The King, our Royal Founding President, to tackle the global crisis of youth unemployment, King's Trust International (formerly Prince's Trust International) has been supporting young people worldwide since 2015.

Our **vision** is that every young person should have the chance to succeed.

Our **mission** is to empower young people to learn, work and thrive.

Our programmes and interventions are now present in 20 countries within the Commonwealth and beyond, across Asia, Africa, Caribbean and the Americas, the Middle East and Europe.

We are committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of our work. This complements global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education and decent work.

King's Trust International is committed to representing, at all levels, the global communities, and young people that we serve. We seek to work to the highest quality standards and to ensure the health and safety of all the young people we work with as well as the well-being of our colleagues and partners.

## Ways of working

King's Trust International works with local partners around the world to deliver education, employment and enterprise programmes that empower young people to learn, work and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes, supporting young people to build their own futures.

We work with a mixture of governments, NGOs, and corporate partners and employers on our programmes and are increasingly thinking about how we can support the creation of green jobs to help deliver the low carbon transition.

See our website for details of our programmes and case studies celebrating some of the amazing achievements of a selection of young people: [Home | The King's Trust International \(kingstrustinternational.org\)](http://kingstrustinternational.org)

### **Purpose of the Role**

The Content Design Manager role is crucial to the development, co-creation and review of programmatic resources across education, employment and enterprise programmes.

The successful candidate will be an enthusiastic and creative self-starter with the desire and ability to develop content and resources that shape our work for years to come.

You will be organised and be able to work well with others, managing an effective in-house content production process, training colleagues on content design best practice, and establishing and managing a network of trusted content partners.

You will work within a collaborative and strategic team with plenty of opportunity to learn and contribute across the organisation.

### **Key Relationships**

- Design and Digital Team (which this role sits within)
- Programmes Team including Heads of Regions and Project and Programme Managers
- Content specialist consultants and in-country content writers
- In-country stakeholders, employers, and potential partners as required

### **Key Areas of Responsibility**

1. Liaise with International Programme Managers to ensure content is fit for purpose and lead, support, or advise on adaptation where necessary. Create and edit session plans and educational resources (for both face-to-face and digital learning) for our partners in the field to use with young people
2. Oversee and contribute to learning content for KTI's Partner Portal – a new online hub for our partners, working alongside a content design agency and freelancers to develop compelling and accessible learning content
3. Empower and train teams in content design - setting up processes, toolkits, and systems to support products and teams.
4. Responsible for ongoing maintenance of Programme Resource Hub (content library), acting as key point of contact for all information on KTI resources and evaluating need for more advanced Content Management System, as required.
5. Work with the Impact Team to implement content testing and measurement frameworks. Understand KTI's broader monitoring and evaluation strategy and provide support where needed to evaluate learnings.
6. Facilitate content testing workshops with young people. Share your understanding of delivering best practice youth-focused research with global teams.

7. Act as subject matter expert on content design and how it relates to youth trends in education, skill development and employment opportunities, internationally.
8. Support the Digital and Design Team with high priority projects, as required.
9. Compliance with King's Trust International guidelines on the requirements of Safeguarding, and Health and Safety Policies.
10. Ensure good working relationships with The Prince's Trust UK and Group teams, as required, for input and support to projects. For example, liaising with the Prince's Trust Qualifications Team and Head of Content.
11. Have a keen understanding of cultural issues and be a champion of promoting diversity and inclusion in your work, alongside fostering KTI values and standards.
12. Compliance with King's Trust International guidelines on the requirements of Safeguarding, and Health and Safety Policies.

### **General**

- To take on additional responsibilities as the role develops or as required.
- To have a keen understanding of cultural issues and be a champion of promoting diversity and inclusion in your work, modelling our values internally and externally alongside fostering KTI values and standards.

<b>PERSON SPECIFICATION</b>			
<b>Criteria</b>	<b>Essential</b>	<b>Why is this needed?</b>	<b>How will this be assessed?</b>
<b>Skills and Knowledge</b>	Excellent content writing and communication skills	You must be able to write clear content in plain English which is informed by evidence, data and user-centred research. You will be required to write content for KTI youth programmes including creating session plans, toolkits, and templates. You will also need to adapt content for a range of delivery methods (e.g. face to face or digital delivery) and audiences.	<b>Shortlisting (S), Assessment (if applicable) (A), Interview (I)</b>
	Knowledge of content design methodology and delivering content design workshops	You will need to understand what makes good content and how to communicate this with the programmes team	<b>S, A, I</b>
	Excellent interpersonal, written, and verbal communication skills, including the ability to work with internal and external stakeholders from different countries and cultures	You will need to communicate effectively and build strong and collaborative relationships across different teams and with partners and other stakeholders (such as content creators).	<b>S, A, I</b>
	Good understanding of education, personal development, employability and enterprise youth programmes	In addition to a broad understanding of youth skills development programming, a specific understanding of the areas of programming which KTI focusses on would help you to quickly pick up an in depth understanding of our programme portfolio.	<b>S, A, I</b>
	Ability to prioritise workload effectively and deliver pragmatic solutions, making trade-offs where appropriate	You will be the owner of all of KTIs programme resources, and will need to prioritise the review and development of these resources in line with organisational and regional objectives.	<b>A, I</b>
	Objectivity and the ability to see the big picture, without losing sight of the details	Your role will require you to do in-depth content writing, which will require attention detail, but it will also require you to step back, prioritise organisational content needs and develop content strategies and processes to support the organisation.	<b>A, I</b>
	Strong awareness and understanding of equality, diversity and inclusion and the	King's Trust International have strong ambitions to produce programming that promotes Equality, Diversity and	<b>S, A, I</b>

	ability to translate these into effective action	Inclusion, and hope to exemplify these values across all our work including content.	
<b>Experience</b>	Experience managing content libraries and using content taxonomy	You will be responsible for the maintenance of the KTI programme resource hub (which currently uses SharePoint) including disseminating new resources to staff, tracking when content needs to be reviewed and proposing functional hub changes as required	I
	Experience of reviewing content to make sure it is accurate, relevant, accessible, and written to style guidelines	You will be responsible for reviewing a broad range of content and must ensure these are kept within guidelines	A, I
	Experience working in other countries and/or cultures and tailoring content for different contexts	You will need to build relationships and lead, support or co-create content work in up to 13 countries	S, I
<b>Criteria</b>	<b>Desirable</b>	<b>Why is this needed?</b>	
<b>Skills and Knowledge</b>	Understanding of evaluation tools and techniques (working with specialist staff to apply)	You will need to work closely with the Impact Team to ensure content is informed by data and evidence and has clear content learning outcomes and that there are evaluation tools and frameworks in place to measure these outcomes.	
	Understanding of Design Thinking and Human Centred Design and its practical application	KTI look to embed design-thinking and human centred design within all our projects - a prior understanding of these practices will be beneficial when collaborating on the development of pilots.	
	Understanding of inclusive content design best practice	You will need to develop learning content that meets the needs of young people and our partners in the best way possible.	


	Understanding of GDPR and safeguarding best practices	All staff are required to have basic knowledge of GDPR and safeguarding best practice.
<b>Experience</b>		
	Experience working in the regions or communities for which KTI are currently delivering programmes (see website for details)	Familiarity with our audience will better allow you to produce appropriate materials, and will better facilitate equitable co-design
	Experience of programme or project management, developing programmes and facilitating workshops to meet the needs of young people and partners	You may need to facilitate a variety of workshops including research, content and prototyping or co-creation workshops It is important you utilise project management skills in your work e.g. to meet deadlines.
	Experience developing content for digital products	KTI are currently running personal development and self-employment chatbot pilots. There will be some instances where you will be required to write content for a WhatsApp based service.
	Experience working with multimedia	KTI currently has very little multimedia content for use. However, experience working with audio recording and audio/visual editing would be beneficial to expand this content element, especially for KTI's new digital partner hub

KTI is committed to ensuring its workforce is inclusive and diverse and has an equitable and accessible work environment that fosters a culture of belonging and support. If this role is of interest to you but you think your current skills or experience may not align perfectly with the criteria below, we encourage you to still apply.

Essential criteria describe the skills, knowledge or qualifications that are necessary to be able to do the role. Desirable criteria are skills or experience that would be advantageous to have but are not viewed as essential for the role. Some of the criteria shown below will be assessed at the shortlisting (**S**) stage, based on the information you have provided. Skills or experience can be gained in a variety of ways, in your personal life as well as professionally, so do add any experience that you feel is relevant, gained outside of your professional life. In describing your experience, provide as much detail as possible. If you are shortlisted, other criteria may be assessed as part of an assessment (**A**) or at interview (**I**).

## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 <b>Youth-centred</b>	 <b>Nurturing partnerships</b>	 <b>Impact</b>	 <b>Diversity</b>	 <b>Honesty</b>	 <b>Integrity</b>
We believe in placing youth at the centre of all activities and decisions	We value robust relationships based on mutual trust and respect	We focus our passion and attention on what we believe will create a positive impact	We understand, value, and promote diversity of experience and thought to enable our staff, partners, and young people to thrive and achieve their full potential	We value sincere, authentic, and straightforward communications and behaviours	We believe in applying strong morals, high standards and ethical principles to our work

King's Trust International is committed to equality, diversity, and inclusion. We are committed to having an organisation that is representative of the communities we serve and are committed to our workforce being diverse in age, gender identity, sexual orientation, physical or mental ability, ethnicity, socio-economic background, and perspective. We want to ensure that everyone can be their authentic selves at work.

We are a Race at Work signatory and a Disability Confident employer. Our staff and volunteers are supported by various groups in conjunction with King's Trust (PT): KT CAN (our Cultural Awareness Network), KT GEN (our Gender Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQ+ Network).

## THE WELFARE OF OUR YOUNG PEOPLE

King's Trust International is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to a basic Disclosure and the successful applicant will be asked to undertake this as part of our onboarding. We will also require the successful applicant to complete a medical questionnaire. Having a criminal record will not automatically exclude applicants.