

Content Officer



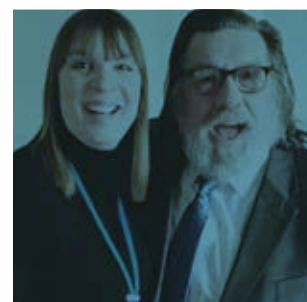
Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

To develop and produce innovative content, primarily across digital channels, to support Age UK's information and advice offering for older people, their families and carers.

What you'll do for us

- Produce a range of content across multiple channels, but with a focus on digital information and advice (I&A) content. This could include drafting copy, liaising with stakeholders, taking in amends and building webpages on our CMS.
- Work with digital agency to ensure SEO recommendations are both briefed and actioned on a continuous basis in line with wider I&A content updates.
- Work closely with the Digital Marketing team to design and implement a programme of user testing and journey mapping for I&A content across the Age UK site, to help us better meet users' needs.
- Support the production of printed information guides.
- Work productively as part of the wider Content team, writing, producing and building content for all audiences as required and being an



“This is the most varied job I've ever had - there is never a dull day!”

Rebecca King
SENIOR BRAND
IDENTITY MANAGER

Our values



Collaborative

Impactful

Ambitious

Inclusive

Content Officer



enthusiastic team player.

Must have:

- Experience of producing content for a range of audiences and channels - this should include solid experience of writing for digital platforms.
- Experience of taking briefs, working to deadlines, and balancing multiple projects.
- Experience working within a team.
- Experience of using a Content Management System (CMS) to upload content to a website.
- Excellent written and oral communication skills including the ability to write clear, concise and creative copy that presents complex ideas in an accessible way.
- Accuracy and attention to detail, including the ability to ensure all projects meet brand and editorial guidelines.
- Good interpersonal skills .
- Good IT skills including advanced Microsoft Office.

Great to have:

- Experience producing video content.
- Experience of engaging consumers and testing new materials.

Any other details:

- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.
- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Location

Hybrid / WFH – London office

People management

No

Division

Brand & Communications



ageuk.org.uk

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Registered charity number 1128267. Company number 6825798.