

Brand and Communications

## Content Producer

### The job, in a nutshell

Age UK has a fantastic opportunity for a creative and driven Content Producer in their Brand and Content team. In this role, you'll help to produce impactful, audience-led content across a range of channels - from web and email, to print and video.

You'll use your creativity, insight and project management skills to help teams across the charity achieve their goals, drive income, deepen understanding of our cause and help older people get the best possible support.

As well as imagination and a knack for great content design, you'll need to be able to convey complex information in a distilled but effective way. You'll also need to be able to flex your narrative voice to suit different audiences, channels and formats.

[www.ageuk.org.uk](http://www.ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

### Our values



Collaborative



Ambitious



Impactful



Inclusive

# Content Producer

## Brand and Communications

### What you'll do for us:

Create high-quality content for use across all Age UK's channels, including website, email and print, ensuring content is grounded in user research, meets our strategic objectives, strengthens our brand and is measurable and goal-led.

Write, edit and build webpages and digital journeys for Age UK's campaigns, information and advice, and services.

Work closely with teams across the charity to deliver content and assets that help us meet our strategic objectives. This will include writing information and advice content, drafting email journeys, building donation funnels, making the best use of transcripts from our beneficiaries and supporters, and ensuring consistency across all materials.

Be a positive, pro-active member of the Content & Brand team, nurturing relationships with colleagues across the organisation.

### Location

Hybrid/London

### People management

No

### Division

Brand and Communications


We're an  
**Age-friendly  
Employer**



[www.ageuk.org.uk](http://www.ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

### Our values

-  Collaborative
-  Ambitious
-  Impactful
-  Inclusive

## Brand and Communications

### Must have

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

### Experience

- Experience of taking creative briefs, working to deadlines, and balancing multiple projects. **(A, I)**
- Experience implementing and upholding tone of voice, house style and brand language. **(A, I)**
- Experience using a content management system to build and edit webpages. **(A, I)**

### Skills and knowledge

- Exceptional writing and editing skills. **(A, T)**
- Good understanding of how to design content to create a great user experience. **(A, I, T)**
- Ability to think about content from a 'channel-neutral' perspective – starting with the audience and objective and finding the best way to reach them with the right content. **(A, I, T)**
- Ability to manage multiple projects at the same time, keeping stakeholders informed of your progress and meeting tight deadlines. **(A, I)**

### Personal attributes

- Accuracy and attention to detail, including the ability to ensure all projects meet brand and editorial guidelines **(A, T)**
- Proactive, enthusiastic and a team player **(A, I)**

### Great to have

The letters after each competency indicates at what stage in the selection process this area will be assessed.

### Location

Hybrid/London

### People management

No

### Division

Brand and Communications

We're an  
**Age-friendly  
Employer**



## Brand and Communications

Application = A, Interview = I, Test = T, Presentation = P

### Experience

- Experience working within or alongside the charity sector. **(A,I)**
- Experience using picture-editing software to resize and manipulate images. **(A)**
- Experience producing video content. **(A)**
- Experience working alongside a design team. **(A)**
- Experience of engaging consumers and testing new materials. **(A)**

### Skills and knowledge

- Understanding of SEO. **(A,I)**
- Proofreading skills. **(A,T)**
- Knowledge of the print production process. **(A)**

### 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.

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.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

### Location

Hybrid/London

### People management

No

### Division

Brand and Communications

We're an  
**Age-friendly  
Employer**



### Our values

-  Collaborative
-  Ambitious
-  Impactful
-  Inclusive