

## Job Description

### Digital Content Manager (FTC – 6 Months)

#### BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to join BookTrust as we are underway with our strategy <https://www.booktrust.org.uk/about-us/strategy/>, which focuses on prioritising work that supports families in greatest need. We are ambitious about designing and developing our services and content to reach more children, particularly children who are disadvantaged.

#### Job purpose

BookTrust has evolved in recent years, with this new strategic focus, to better meet the needs of our users, delivery partners, supporters and colleagues. We have the opportunity to re-imagine our website offer in line with these developments and as such we are investing in a full redesign and redevelopment of [www.booktrust.org.uk](http://www.booktrust.org.uk). The project began in early 2024 and we plan to go live in March 2025.

This role supports the Head of Digital and wider Digital and project teams primarily with:

- Managing the content migration and production workstream of the website project.
- Working in a hands-on way to prepare content for launch.

There will also be an element of supporting other editorial roles to use the new CMS (Craft).

The role is in our Digital team, which reports to the Chief Operating Officer, but since the website encompasses all aspects of our work from service delivery and information provision to PR and fundraising, this role works collaboratively with all teams.

Initially the role will help the team to plan the content workstream, agreeing roles, responsibilities, timescales and success measures. This role would work then as part of a cross-team editorial effort with key stakeholders to create the new webpages, keeping colleagues informed and engaged throughout the project. Once the site goes live, you would help with aftercare and making sure the site gets off to a good start, making any additional edits or new content as needed based on performance and feedback. Towards the end of the contract, post-launch, this role would help to upskill and support selected colleagues in other teams to take more hands-on responsibilities with website content creation and governance as part of a new, decentralised approach.

We don't work in a purely Agile way but we keep to many of the principles and work very closely with the Design & Innovation team, which also works in a similar iterative design framework, as well as Content, Partnerships, Books and Research & Impact teams.

You would work as a core member of the Digital team, reporting to the Head of Digital, alongside a project manager, UX designer, and product officer.

All of this involves excellent people skills, working with a range of people including staff at all levels of the charity, as well as our digital design and development agency.

**This post holder will report to:** Head of Digital

**Location:** This post is based in our London office in Farringdon. BookTrust is a hybrid working organisation with eight face-to-face days each month. There's an additional requirement for occasional UK travel to engage with our users, partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

**Contract:** Full-time, Fixed-term contract (six months)

### **Key responsibilities**

1. Day-to-day responsibility for managing the content migration and production workstream of the project to redevelop the BookTrust website, within the Digital team and working as part of a cross-functional project team.
2. Work with colleagues, especially the Content and Design & Innovation teams, other subject-matter experts and stakeholders, to discover, refine and communicate internal and external user requirements to feed into effective content design.
3. Use our recent user research to understand digital audiences, support further audience research and help in the development of user experiences for them to engage with our work, including service delivery, information provision, and raising awareness and funds.
4. Make data-led decisions based on user and organisational needs, working with the Head of Digital and Project Manager to create and deliver a content production plan for the workstream.
5. Working in a hands-on way to prepare content ready for launch:
  - a. creating new content, working with subject matter experts and contributors
  - b. manually adapting and transferring existing content from the old site to the new site
  - c. supporting other editors to create, transfer and optimise content.
6. Following training for you by the digital agency, you would support the editorial team for the new site to use the new CMS (Craft).
7. Build trust and open communications with internal stakeholders through regular updates on workstream resourcing, progress, risks and mitigations.
8. Contribute to setting digital project KPIs and work with colleagues to evaluate and optimise performance post-launch.
9. Following launch, support the development of digital expertise of other colleagues (of a range of digital literacy), training them to use the CMS as part of a decentralised approach to content governance.

## PERSON SPECIFICATION

CRITERIA	E/D
<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>a. Strong planning, organisational and workflow management skills.</li> <li>b. Knowledge of a variety of website content management systems (CMSes).</li> <li>c. User-centred content design and development methodologies.</li> <li>d. Familiarity with setting, monitoring and reporting measurable product performance and impact targets.</li> <li>e. Google Analytics, and platform-specific analytics tools.</li> <li>f. Digital accessibility and usability.</li> <li>g. Search Engine Optimisation (SEO).</li> </ul>	<ul style="list-style-type: none"> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> </ul>
<b>Experience</b>	
<ul style="list-style-type: none"> <li>a. Proven experience of creating and adapting user-centred, engaging and successful content for websites – primarily including text, images and graphics, but also video – ensuring output answers its brief, supports brand and strategic objectives, and is fit for purpose, channel and audience.</li> <li>b. Extensive use of a website content management system (CMS) or other web, blog content editing systems.</li> <li>c. Digital supplier relationship management – especially in the area of content planning, design and delivery - coupled with a passion for evolving and shaping high-quality, accessible digital products.</li> <li>d. Supporting user research and testing activities, in-person and remote.</li> <li>e. Presenting plans and actionable recommendations to subject-matter experts and other stakeholder groups, both in written/visual media and in person.</li> <li>f. Experience of working in partnership with colleagues and contributors in cross-functional projects across varied disciplines and subject areas, eg Research, Service Design, Marketing and Communications.</li> <li>g. Creating, maintaining and prioritising content plans and schedules to direct the work of colleagues and freelancers.</li> <li>h. Working with stakeholders and subject-matter experts of varying levels of digital literacy to communicate plans, progress and outcomes – and able to advise, influence and challenge constructively.</li> <li>i. Testing across digital platforms, including usability and user acceptance.</li> <li>j. Supporting the design and delivery of training to upskill colleagues in areas such as website content management and related digital skills.</li> <li>k. Specific experience of managing a large website content migration/creation of all content for a new website.</li> </ul>	<ul style="list-style-type: none"> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>E</li> <li>D</li> </ul>
<b>Skills and Attributes</b>	
<ul style="list-style-type: none"> <li>a. Excellent written and oral communication skills.</li> <li>b. Ability to quickly get to know an organisation, its activities and the aims of the project, to manage the content workstream within it.</li> <li>c. Highly organised approach to planning and work - able to work individually and as part of a team, keep stakeholders informed and meet deadlines.</li> <li>d. Enthusiasm and practical ability to train others to increase their skills and confidence in using CMSes to create or update content supporting their work and increasing efficiency and impact.</li> </ul>	<ul style="list-style-type: none"> <li>E</li> <li>E</li> <li>E</li> <li>E</li> </ul>

**E = essential criteria**

**D = desirable criteria**

## **Terms and Conditions**

- Salary: £ 40,000—45,000 pa pro rata, depending on experience
- 28 days' holiday pro rata, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

### **Our Commitment to Diversity and Inclusivity**

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on [HR@booktrust.org.uk](mailto:HR@booktrust.org.uk) or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.