



Job Description

This job description serves to illustrate the type and scope of what is required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

Section 1 - Job Details

Job title	Content and Campaigns Strategist
Directorate area	Engagement and Income Generation
Department/Team (if applicable)	Digital and Content
Reports to	Digital Engagement Lead
Direct reports	n/a
Job Location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

The Content and Campaigns Strategist leads the planning and execution of content for digital projects and marketing campaigns.

Content and Campaigns Strategist will collaborate with internal teams and external partners to create and deliver strategic content plans that align with user needs and the organisation's goals.

The role exists to enhance engagement and ensure all content reflects the MS Society's content vision and principles.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility or Accountability
1	Lead the creation of strategic content plans for marketing campaigns, ensuring alignment with user insights and the organisation's vision.
2	Oversee high-quality content delivery by coordinating with editors, designers, and media producers.
3	Ensure all content complies with the MS Society's editorial guidelines, brand standards and accessibility requirements.
4	Build effective working relationships with internal teams and external partners for successful content delivery.
5	Lead collaboration and stakeholder engagement across teams and agencies to identify requirements and ideate solutions.
6	Take accountability for identifying potential risks to content production and putting mitigation strategies in place to maintain brand integrity and campaign objectives.
7	Identify, oversee and communicate content and campaign milestones and success metrics.
8	Be responsible for analysing content performance data, reporting on key performance indicators (KPIs), and making informed and timely decisions to optimise content strategies.
9	Champion the Content Strategy across the organisation, influencing and upskilling teams to align with the strategic vision through presentations, workshops, training and reporting.
10	Stay up to date with industry trends to keep content innovative and optimised.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data and content assets within scope of role
Staff/Volunteers	No people management responsibility but expected to set and oversee the work of other content producers and support and train other team members as required
Budget	Responsible for scoping and recommending content and campaign budgets
Key relationships	Cross-organisational stakeholders in Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation. Development, creative and UX partner agencies
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	Development of strategic content plans for various marketing campaigns and content projects that align with user insights and the organisation's goals.
2	Successful coordination and execution of content production, ensuring all outputs are delivered on time, within budget, and to a high standard.
3	Implementation of innovative content formats and strategies, incorporating audience insights and industry trends to expand engagement and reach
4.	Consistent adherence to brand, editorial, and accessibility standards across all content and communication channels.
5.	Regular performance monitoring and optimisation, using analytics to improve content effectiveness and meet KPIs.

Section 6 - Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	4	X		X	
Sound decisions	3		X	X	
Collaborative working	3				X
Effective communication	3			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	4	X		X	

Level	
5	Strategic – Wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges. Has responsibility for managing significant resource (people, budget etc.) associated with the function/activity.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical

	qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

Foundation (mandatory)	
Additional internal learning/ courses required for role	
Other professional training/qualification required	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Degree in Communications, Marketing, Journalism, English or Media		X	I
Certified Digital Marketing Professional or other content marketing certification		X	I
SEO certification		X	I
Project Management Certifications (for example PRINCE2, Agile, or PMP)		X	I
In-depth understanding of content strategy, including producing, writing, and implementing it across various platforms.	X		A / I
Detailed knowledge of audio-visual design, web content production and digital marketing channels, managing design and editorial processes, and commissioning content from external suppliers.	X		A / I

Proficient knowledge of UX and UI design, including user journey development and SEO best practices.	X		A
Knowledge of analytics tools for monitoring content performance, reporting and making data-driven improvements.	X		A / I
Familiarity with accessibility standards and compliance requirements for content.	X		I
Experience in leading cross-functional teams and external partners to deliver content projects and marketing campaigns.	X		A / I
UX/user testing and experience with audience research, using insights to guide content plans.		X	P
Track record of pitching creative concepts and influencing key stakeholders.	X		A / I / T
Creative and innovative mindset, staying up to date with industry trends and applying them to content strategy.	X		I
Proactive and adaptable, able to manage multiple projects in a fast-paced environment.	X		I
Bold and ambitious, willing to take risks and push boundaries in content creation.	X		I

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.
Health & safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks

	and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts/ relationships	Engagement Activity Group Senior leaders across MS Society Delivery teams across MS Society Creative, content and marketing agency partners
Unusual specific physical/mental demands associated with the role	None
Travel requirements	To and from office. Some potential travel for customer insight gathering and content production
Unsocial hours	When necessary

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