

Brand and Communications

Digital Content Executive

The job, in a nutshell

Age UK is leading the We Are Undefeatable campaign on behalf of The Richmond Group of Charities Physical Activity Programme (RGCPAP) and working closely with Sport England, who funds the campaign. The campaign provides a unified voice and a strong emotional platform to engage and motivate a sustainable behaviour change across a number of long-term health conditions.

The Digital Content Executive will support the delivery of engaging content and communications across We Are Undefeatable's digital campaign channels. You'll work closely with the marketing team to develop our website and app, from optimising & updating content to supporting on development sprints with external agencies. You'll utilise strong digital copywriting skills across both B2C and B2B content, including website content, blog posts, email newsletters and partner communications. You'll use your technical knowledge to ensure that We Are Undefeatable's digital platforms are up to date, user-friendly, SEO optimised and aligned with the campaign's brand and objectives.

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

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What you'll do for us:

- Manage resource uploads and content updates across the campaign website and Hub.
- Manage content on the physical activity app.
- Support the Senior Marketing Manager (SMM) with the physical activity app: checking class schedules, liaising with Social Media Executive for support with social media promotion, creating goals and content for on the app, support with reporting against data dashboard metrics.
- Write and edit digital content including blogs, newsletters, and website copy
- Ensure all content aligns with brand tone of voice and target audiences.
- Conduct keyword research and implement SEO best practices across web and app content.
- Optimise headlines, metadata, and internal linking to improve visibility and engagement.
- Ensure digital tracking is implemented correctly across marketing materials, supported by the Marketing Manager and media agency.
- Run quarterly website and app performance reports, using analytics dashboards (GA4 and Looker studio).
- Identify opportunities to enhance user experience and content reach.
- Work closely with the Marketing Manager and Social Media Executive to deliver integrated digital campaigns.
- Support Marketing Manager with Engagement team content marketing requests and digital content support for the 'universal offer'.
- Manage Internal and stakeholder SharePoint access and content bank.
- Liaise with Programme Officer to support with set up of campaign webinars (FAQ documents, set up of webinar and associated comms, content collation from team members and presentation formatting).
- Weekly management of We Are Undefeatable campaign inbox.

Location

Hybrid/London

People management

No

Division

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Must haves

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 managing website content using a CMS (desired Umbraco or similar) (A, I)
- Confident in using analytics tools to report on performance (e.g. Google analytics) (A,I)
- Strong copywriting, editing, and proofreading skills with an ability to adapt tone and message for difference audiences (A,I)

Skills and knowledge

- Strong people skills, and the ability to work collaboratively with colleagues from across a large organisation (A,I)
- Analytical and reporting skills (A,I)

Great to haves

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

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Experience

- Understanding of UAT processes for website and app products (A, I)
- Experience of working with charities (A)

Skills and knowledge

- Knowledge of digital marketing channels (A,I)

Any other details

Please note that this role will be working exclusively on the We Are Undefeatable physical activity programme and will not be working on wider Age UK projects.

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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.

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