



Anna Freud

Job Profile

Job title	Digital Content Manager
Reporting to	Head of Knowledge Dissemination in Schools
Employer	Anna Freud
Salary	£45,000 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
Working hours	Full-time (35 hours per week): usual working hours are Monday to Friday, 09:00-17:00. A minimum of 28 hours per week will be considered. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Permanent

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

This role will sit in the Knowledge Dissemination Department of the Schools Division. Our vision is for all schools and colleges in the UK to be mentally healthy. Through our work, we support education staff to adopt a whole-school or college approach to mental wellbeing, putting it at the heart of their communities.

The key activities of the department fall into three core strands of work:

- Content development and management;
- Network and relationship building;
- External voice.

A key ambition of the department going forward is to build and deepen engagement with education staff and their communities, supporting them on a journey to access and connect to all that the division and wider Anna Freud offer. The Digital Content Manager will play a key role in supporting this ambition by overseeing and helping to shape our content development approach.

The Digital Content Manager will plan, develop, and oversee content development for the division, to meet the needs of schools and colleges across the UK, facilitating a consistent identity and journey for our users. They will be responsible for developing a content strategy and its implementation for the department, linking through to the wider division. This includes website content (e.g. for our [Mentally Healthy Schools website](#)), resources, toolkits, e-learning and supporting other departments with their content needs, ensuring consistency. The post-holder will source and write content, using analytics to understand stakeholders needs and interactions to inform strategy and future content. They will also work with colleagues in the division and across the charity to identify marketing/PR opportunities to showcase and engage new users with the work of the division.

This role will report to the Head of Knowledge Dissemination and will include line management of an Education Content Producer. They will work closely with the rest of the Knowledge Dissemination team, wider Schools Division, and other teams including the Brand, Marketing and External Affairs team.

Main responsibilities of the role

- Develop a digital content strategy and plan and oversee its implementation, working with colleagues across the division and wider charity, where necessary upskilling other team members;
- Write, develop, audit, update, and manage content published by the Schools Division, including resources, website copy; working with digital and communications colleagues to improve search engine optimisation (SEO) and ensure website pages are up-to-date, review for and fix issues, and remain compliant with relevant policies;

- Monitor and utilise regular analytic reports for Schools Division content and activity to inform future activities, including but not limited to, newsletter open rates, monthly users and resource downloads;
- Ensure all external content for the Schools Division maintains a consistent tone and voice in line with Anna Freud’s branding, including advising teams within the Schools Division on their external communications and copywriting;
- Identify new opportunities for content creation and oversee content production tasks held by team members and external stakeholders;
- Oversee and manage a quality assurance process to ensure all site content is rigorously reviewed, where necessary and approving content to be published;
- Work with external stakeholders to develop content and resources, including web support providers to ensure they are delivering to time and target as relevant;
- Write and oversee regular newsletters and email communications for projects across the Schools Division, with the view to increase reach and improve quality;
- Identify opportunities and content for marketing, public relations (PR) and communications opportunities to showcase the work of the Schools Division and signposting to other offers, such as training. Working with colleagues in the Brand, Marketing and External Affairs team to develop copy and design assets as required.

All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud’s policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/Task)
Experience and/or knowledge	
Knowledge and experience of leading high-quality digital content development	Application/Interview/Task
Knowledge and experience writing, editing, and updating clear digital copy for different formats, including websites	Application/Interview
Experience of using analytics to inform strategy	Application/Interview
Experience of working with a variety of stakeholders to develop engaging content	Application/Interview
Skills and/or abilities	
Effective written and verbal communication skills	Application/Interview/Task
Ability to identify and utilise content for public relations (PR), marketing and communications opportunities	Interview
Excellent organisation and planning skills	Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to

provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.