

Job Profile

Job title	Education Content Producer
Reporting to	Head of Knowledge Dissemination in Schools
Employer	Anna Freud
Salary	£37,856 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. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Permanent
DBS level	Standard

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

The Schools Division's vision is for all schools to be mentally healthy. This means creating a school culture that prioritises belonging and relationships, where every student is respected, included and supported and where staff and families work in partnership. This can be achieved by embedding a holistic approach to mental health and wellbeing.

The Knowledge Dissemination team within Schools Division lead on building and deepening relationships with schools and colleges through running networks for education staff (over 60,000 contacts) and producing and disseminating resources.

This role will support the team to develop new content for education professionals that it is of high quality, evidence-based, accessible, and aligns with the curriculum. Content includes mental health resources (such as guidance, lesson plans, and assembly plans), newsletters, and website copy which will feature on both our Anna Freud and Mentally Healthy Schools websites.

The Education Content Producer will combine their prior experience working in UK education settings with their strong writing talents to produce engaging mental health resources and wider content. They will report to the Head of Knowledge Dissemination and work closely with the wider Schools Division and other teams including the Brand, Marketing and External Affairs team.

The post-holder will be skilled at writing, editing, and producing materials for a range of education settings, from primary schools to FE colleges. These are aimed at education professionals, though occasionally may be for parents and carers or young people. There will be expectations to support with reporting to trustees and funders, put forward ideas about untapped opportunities to disseminate our work, and identify potential gaps in content.

Main responsibilities of the role

- Content writing, review, and creation of materials for education staff in a range of formats including lesson plans, assembly plans, guidance for staff and families, toolkits, and our whole-school and college approach framework;
- Support with writing and editing website copy, ensuring it is clear, accessible and SEO-optimised;
- Conduct gap analysis and quality assurance of all content developed, and of external content to be hosted on our website where appropriate
- Ensure that content is fit for purpose, inclusive and accessible, and fits within the PSHE/RSHE curriculum;
- Work closely with Head of Knowledge Dissemination and colleagues across the division to plan future content and develop a consistent approach to creating high-quality resources across our offer;
- Support with development of content for marketing, public relations (PR) and communications opportunities where appropriate, including case studies and testimonials from schools and colleges. Working closely with colleagues in the

Brand, Marketing and External Affairs team to develop copy and assets as required;

- Review and refresh existing materials that may be out-of-date;
- Support with writing and development of training delivery materials where appropriate.

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 working in (or closely with) UK education settings and systems	Application/Interview
Experience of writing, editing, and producing high-quality educational resources and content for professionals e.g., lesson activities, guidance, training materials and scripts	Application/Interview/Task
Experience of writing and editing digital copy for websites and other platforms	Application/Interview
Experience of working with a variety of stakeholders to develop engaging content	Application/Interview
Skills and/or abilities	
Ability to think creatively and identify gaps or opportunities to develop our offer	Application/Interview
Ability to adapt content to be accessible, relevant and inclusive	Task
Ability to build strong and effective working relationships across the organisation	Interview
Ability to organise time, activity and resources effectively	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.