

Product Content Lead

Team: Development

Responsible to: Head of Development

Location: MHFA England central office and home working

Overall purpose of the role

To own and lead the development of training materials for our clients, customers, and/or instructors. To act as the subject matter expert in product usability, accessibility, and content production with colleagues and external contacts.

Key Responsibilities

Strategy, Planning & Budgeting

1. Input into functional and cross-functional strategies and plans, where relevant, based on detailed understanding of MHFA England's product portfolio and potential implications and impact for content development.
2. Plan own work to deliver against the functional plans and targets and any relevant cross-functional projects.

Implementation

3. Deliver on a day-to-day basis product content that is accessible and user friendly in line with agreed strategies, plans, and targets.
4. Develop systems, frameworks, and policies to support effective delivery of product content based on organisational strategy and accessibility best practice.
5. Manage the production of product materials for print and digital channels, handing over to Design, Editorial, and Print teams in line with agreed project timelines.
6. Identify any potential risks and issues that may impact future delivery and ensure any internal controls in product content area are being adequately managed.

Role specific implementation tasks

7. Implement accessible, inclusive, user-centred design in our standards and processes.
8. Conduct user research and testing to ensure product materials meet the needs of the instructor, client, and learner communities.
9. Analyse feedback and insight about product content and make improvements to address feedback.
10. Liaise with Instructional Designers to ensure that all product content supports defined learning outcomes.
11. Assess product content against MHFA International's MHFA guidelines and work to effectively anglicise content.

Collaboration and connectivity

12. Collaborate across the Development Team to ensure delivery of goals; whilst contributing to the wider delivery of the Directorate's strategic goals.
13. Work closely with the Information and Publications Lead to ensure consistency between products and publications.
14. Facilitate positive relationships with other teams and work with peers across the team to support overall delivery.
15. Manage stakeholder relationships key to delivery success (internal and external).

Leadership & Management

16. Deputise for Head of Development in their absence.
17. Role model culture and behaviours.
18. Coach and support wider team members – especially those working in Support roles - to be engaged, collaborative and highly performing.

Person specification

The essential requirements of the role will form the criteria for short listing and selection. Desirable characteristics may support decisions to fine tune shortlisting where there is a 'tie break'. You do not have to identify every skill or all knowledge that will enable the person to be successful.

	Essential	Desirable
Experience / Qualifications	<ul style="list-style-type: none"> • Degree level or equivalent experience • Relevant professional qualification or equivalent experience in content production, accessible content design, and user experience design • Significant experience of successfully coordinating or managing projects • 4+ years' experience working in a busy content creation environment in the learning/training space • Experience of carrying out user testing and research • Experience working within a product development cycle, including working with subject matter experts, editors, and designers 	<ul style="list-style-type: none"> • Experience of generating income • Experience of managing own workload with conflicting priorities
Knowledge	<ul style="list-style-type: none"> • Demonstrable understanding of content production practices, accessible document creation, and development of learning materials in both print and digital formats. • Basic knowledge of Mental Health & Wellbeing in the workplace • Understanding of user-centred design principles • Understanding of common assistive technologies 	<ul style="list-style-type: none"> • Developed knowledge of Mental Health & Wellbeing in the workplace



	Essential	Desirable
Skills/ Abilities	<ul style="list-style-type: none"> • Excellent copywriting skills and attention to detail • Effectively manages relationships • Works collaboratively • Effectively manages projects • Ability to persuade and influence internal and external stakeholders • Ability to use different e-learning authoring tools and Learning Management Systems. • Experience using the Adobe Creative Suite including InCopy, InDesign, Premiere, and Acrobat • Advanced capability with Acrobat Pro, Word, PowerPoint to produce documents that work with a range of assistive technologies. 	<ul style="list-style-type: none"> • Ability to manage multi-stakeholder relationships/projects
Competencies	<ul style="list-style-type: none"> • Excellent communication skills • Problem solver 	
Core Beliefs	<p>At MHFA England we would like for all applicants and staff members to hold shared fundamental beliefs such as:</p> <ul style="list-style-type: none"> • <i>Equal opportunities for all</i> • <i>Working collaboratively instead of siloed</i> • <i>Ability to learn and grow – taking on new ideas</i> • <i>Compassion and empathy</i> 	



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