Vacancy: Stories and Content Manager

Overview

We are looking for a Stories and Content Manager who will be responsible for developing and delivering an integrated, diverse stories and content plan and framework to support the three charity brands - Evelina London Children's Charity, Guy's Cancer Charity and Guy's and St Thomas' Charity.

Reporting to the Senior Brand and Content Manager, you'll be responsible for the development of compelling, purposeful content and stories, working across digital and offline channels. Through this, you will contribute to showcasing our charities' work and impact, driving our fundraising ambitions, and raising overall brand awareness. The role will support all teams across the charities' directorate, requiring excellent stakeholder management as you create relevant, timely content for multiple campaigns simultaneously.

This role is collaborative by nature and the individual should be able to work both autonomously and to strict deadlines with exacting standards - attention to detail is essential.

About us

Guy's & St Thomas' Charity, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas' Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles, and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

Job description

The opportunity	
Job title:	Stories and Content manager
Salary:	£42,000 - £45,000
Contract type:	Permanent
Closing date:	Friday 7 March 2025
Reporting to:	Senior Brand and Content Manager

The team:	1. Brand and Content Officer 2. Senior Graphic designer 3. Designer **Wider team** Head of Charity Marketing and Communications 1 x Senior Marketing and Communications Manager 2 x Marketing and communication managers 1 x Marketing and Communications Officer

Person Specification

	What we're looking for
Key responsibilities	**Strategy and Planning** • Develop and deliver the stories strategy for the organisation, liaising with key internal and external stakeholders across the Foundation and NHS Trust • Executing a comprehensive content strategy that aligns with the charities' goals, target audience and brand identity. **Content creation** • Creating high-quality and compelling content across multiple platforms, including websites, blogs, social media, and email marketing campaigns. • Research, gather and sensitively write/ collate stories content for placement across channels, in a variety of different formats including written, video, animation and photography. • Support with video production related to charity stories. Support with shoots, source film locations, set shoot schedules, film or supervise filming on the day, and plan final distribution. • Work with external agencies, photographers and videographers producing video or animated content featuring the people we support. • Ensure diversity of voices across all storytelling, in line with our charities Diversity, Equity and Inclusivity Strategy. **Planning and processes** • Maintain robust story gathering systems and processes to identify and support people who have actively opted to share their stories, ensuring robust consent, safeguarding and risk assessment procedures are in place and adhered to • Manage a database of stories and track their use across our charities to ensure we maximise their potential across our channels and events.

	Stakeholder management • Develop excellent working relationships across a matrix structure, collaborating with cross-functional teams to gather information and develop content that supports charity goals. **Other** • Manage budgets related to stories strategy and implementation. • Upskill and support teams across the three charities in storytelling and content production best practice. • Carry out other appropriate duties as required.
Experience:	**Experience** • Experience of creating written and video content for different audiences • Experience of interviewing people, including those where sensitivity is required • Working with a wide range of external and internal stakeholders, including people from a wide range of backgrounds • Communications and marketing experience • Budget management **Desirable:** • Experience within a third sector environment • Experience within a health sector environment
Skills, abilities, and knowledge	**Skills, knowledge, and abilities** • Excellent written and oral communication skills • Creative skills, particularly in creating copy for a variety of digital channels • Experience of using content management systems (CMS) • Ability to engage and build relationships with a wide range of stakeholders • Strong digital communications skills • Ability to think creatively and develop original concepts/thoughts • Ability to work as part of a team, in a hybrid working model • Proven use of initiative • Ability to deal with confidential information • Excellent organisational and time management skills – planning and managing diverse workload with the ability to meet deadlines • Understanding of best practice with relation to consent processes and data protection

	Desirable: • Experience of image and film editing software, such as Photoshop, Illustrator and Premier Pro