|  |  |
| --- | --- |
| Job Title **Job Description and Personal Specification** | |
|  |  |
| **Job title:** | Digital Content Manager |
| **Place of work:** | Pear Tree Street, London/Home-based |
| **Hours of work:** | Full time (37 hours per week) |
| **Salary/Grade:** | Zone 1 GG £30-35K |
| **Reports to:** | Head of Digital and Social Media |
| **Level of screening:** | n/a |
|  | |
| Who we are | |

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. [We call these our '3Ps'.](https://www.catch-22.org.uk/about/our-vision/)

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

We’re a large organisation, with over 120 services operating across 5 different hubs: justice, young people and families, education, employability and skills and apprenticeships.

|  |
| --- |
| Where you fit in |
| Sitting within Catch22’s Communications and Engagement Team, you will be responsible for creating content for our social media channels (both organic and paid), as well as writing blogs for our website, creating digital welcome packs for our services, podcast editing and storyboarding for promotional videos. You will also take the lead on gathering content, editing and sending Catch22’s monthly external e-newsletter.  As part of the role, you’ll work closely with the wider communications team to gather strong case studies from across our services and translate them into strong video stories.  This is a new role as we look to expand our digital offering – and we’re looking for someone who is proactive in developing regular, fresh creative content for use across our digital channels. They need to have an understanding of the power of effective digital delivery and the part it can play within the digital marketing space. The candidate will also need to have a first-class attention to detail and excellent writing skills. |
| Main Duties & Accountabilities |

* Create content (both organic and paid), for Catch22’s corporate social media channels. This will include graphics for our posts.
* Write blogs for the Catch22 website and editing and uploading blogs written by others
* Lead the development of digital welcome packs for key Catch22 services
* Storyboard, edit and produce promotional videos, working closely with our Graphic Designer to create engaging content
* Use effective storytelling techniques to develop compelling written and video case studies, to demonstrate the impact of Catch22 services
* Lead on content collation, editing and dissemination Catch22’s external e-newsletter
* Put together, edit and disseminate the Catch22 podcast series: Catch22 minutes
* Manage and work with external digital agencies (e.g. video editors) as required
* Manage the budget for digital communications projects

This list is not exhaustive and other duties may be required within the scope of this role.

|  |
| --- |
| What does good look like for this role? |

* Able to generate ideas, organise and plan digital and social content effectively, ensuring it is delivered on time and to a high standard
* Able to quickly embrace Catch22’s tone of voice and style when creating content
* Able to create graphics and short videos for social media content, in-line with Catch22 brand guidelines
* Able to apply creative thinking to our digital content and bring new ideas to enhance our marketing and communications activity
* Able to understand and work with performance data to tweak content ideas to boost engagement over time
* Able to form strong working relationships with Catch22 staff and external partners as appropriate
* Able to manage a busy workload and effectively prioritise a range of requests on a day-to-day basis
* Some SEO experience is desirable

|  |
| --- |
| Organisational Relationships This role will report to the Head Digital and Social Media which sits within the Communications and Engagement. You will work closely with operational teams across Catch22, particular in terms of case study and social media content, and other members of the Communications team (especially our Graphic designer). |

|  |  |  |  |
| --- | --- | --- | --- |
| Job Title: Person Specification | | | |
| **COMPETENCY** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT** |
| **QUALIFICATIONS** | Minimum 5 X GCSEs or equivalent | Educated to degree level or with equivalent professional experience | Application |
| **KNOWLEDGE** | Knowledge of social media scheduling software (e.g. Hootsuite)  Working knowledge of design software (such as Canva) to make social media graphic  Knowledge of the power of effective digital delivery and the part it can play within the digital marketing space. |  | Application and interview |
| **EXPERIENCE** | Proven experience of creating compelling written and visual social media and digital content  Experience of writing content across a range of platforms; from blogs and social media, to newsletters and video scripts.  Experience of communicating effectively with a range of audiences  Proven experience of working with video editing software and basic design software | Search Engine Optimisation (SEO) experience  Experience of working with external agencies (i.e. video editing companies)  Experience of editing podcasts | Application and interview |
| **SKILLS & ABILITIES** | Ability to work well under pressure  Highly organised  Excellent copywriting skills and strong attention to detail  Ability to present complex information in an accessible way  Ability to multi-task  Good inter-personal skills |  | Application and interview |
| **OTHER** | Share Catch22 values  Awareness of and commitment to Equality & Diversity  Desire to develop and undertake training as required |  | Application and interview |