
JOB DESCRIPTION

Job Title:	Content Management Executive
Grade:	C
Department:	Content Team
Directorate:	Group Brand and Marketing

Main purpose of job

The Content Management Executive role is crucial to helping us craft, optimise and manage our content, so it tells a compelling and consistent story about CAF, resonates with our target audiences and drives engagement. The role is expected to work collaboratively with cross-functional teams, including marketers, researcher, writers, designers, and developers, to ensure a seamless content experience for our audiences and help us strengthen our relationships with them.

Reporting to: Head of Content

Budgetary responsibilities: N/A

Responsible for: N/A

Key Job Responsibilities

Content strategy & management (circa 50%)

- Support the Head of Content to design and execute a content strategy, evaluating impact and progress to ensure organisational objectives and user needs are being met.
- Develop and embed governance processes to assist colleagues across Group Brand & Marketing in the production, management and maintenance of content, including overseeing content audits and implementing a continuous content maintenance plan.
- Help to evolve and embed style guidelines to deliver brand and editorial consistency and compliance across channels and platforms. This includes promoting greater accessibility and inclusivity through the design, production and delivery of our content, and defining and advocating for best practice in content design and user experience.
- Work closely with subject matter experts to ensure 100% accuracy and relevance of content.
- Evaluate and report on performance of content, using analytics, stakeholder feedback, in-house research, testing and other data.

- Stay abreast of emerging trends, best practices, and innovations in content creation and distribution. Apply insights to enhance CAF's content strategy and maintain a competitive edge.

Content creation & design (circa 50%)

- Working with the Digital Experience Manager, help drive the strategic development of the CAF website, ensuring all content and functionality meets the latest usability principles and CAF style guides.
- Through this collaboration with the digital team, help integrate content seamlessly into user interfaces, to develop an excellent customer experience – promoting intuitive navigation and with appropriate page templates, style sheets, web-optimised images and copy, microsites, and partner websites.
- Ensure customer journeys are mapped based on user needs, reviewing, and updating regularly.
- Ideate and create engaging, user-focused content, including website copy, blogs, videos, presentations, and other content – with colleagues, to deliver against Group Brand and Marketing strategic plans.
- Lead and/or advise on content production – as needed – to ensure content is clear, accessible, and optimised for search and maximising goal conversions.
- Collaborate with colleagues, as well as external partners – such as agencies – to translate user needs into compelling stories and successful customer journeys across channels and formats.
- Based on performance and insight, iterate content and lead content critique sessions and retrospectives to promote best practice and evolve approaches to improve user engagement, SEO rankings and conversion rates.
- Champion compliance with CAF editorial and brand style guidelines across all work.
- Help the Head of Content to build and manage a partner network of freelance content creators, including writers, editors, and multimedia specialists, to produce high-quality, informative, and persuasive content.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standards, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: June 2024

PERSON SPECIFICATION

Job title: Content Management Executive

Date: June 2024

Attributes	Essential ✓	Desirable ✓	How Evidenced [†]
Experience <ul style="list-style-type: none"> • Experience of developing and maintaining best-practice content management processes and systems. • Experience of leading on web content creation, supporting and advising multiple authors, contributors, and subject matter experts. • A good understanding of best practices in content design, including plain English, accessibility, readability, and SEO. • Experience working with or managing an editorial or content calendar. • Experience attending and assisting in research and usability testing. • Experience designing A/B or multivariate testing. • Experience in the charity or philanthropy sector. 	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>	
Qualifications <ul style="list-style-type: none"> • Educated to degree level or equivalent relevant training. 	<p style="text-align: center;">✓</p>		
Training			
Specialist Skills/ Ability/Knowledge <ul style="list-style-type: none"> • Proven track record of high-quality copywriting and/or significant editorial experience • Familiarity with Google Analytics, SEO planning tools, and content management systems • Ability to build good working relationships with different teams and to work collaboratively. • Excellent time management skills and ability to juggle competing work priorities. 	<p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p> <p style="text-align: center;">✓</p>		
Communication	<p style="text-align: center;">✓</p>		

<ul style="list-style-type: none"> Strong interpersonal and communication skills, with the ability to collaborate effectively with diverse stakeholders. 			
<p>Prior to Appointment</p> <p>All posts:</p> <ul style="list-style-type: none"> Credit Check Sanctions Check Basic DBS Check Employment References Medical Clearance Right to Work in the UK <p>FCA Approved Posts:</p> <ul style="list-style-type: none"> Standard DBS Check 	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>		R/E

✓ Tick either the Essential or Desirable column as appropriate for each attribute
 † Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key

R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment