

## JOB DESCRIPTION

### SECTION 1

#### BASIC DATA

<b>Job Holder's Name:</b>		<b>Job Title:</b>	Content Editor
<b>Reports to:</b>	Director of PR and Marketing	<b>Location:</b>	London
<b>Department:</b>	PR and Marketing	<b>Job Family:</b>	Team Leader & Specialist

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### SECTION 2

#### DEPARTMENT STRUCTURE

Please see Appendix A attached.

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### SECTION 3

#### OVERALL JOB PURPOSE

(What is the purpose of the job?)

To develop LIBF's content strategy to support brand awareness, PR and marketing activities, and be responsible for scheduling and creating content across multiple channels.

To create compelling content for our promotional materials and marketing publications that increase engagement and drive leads. This position requires a high level of creativity, as well as the ability to use data-driven insights to write better material. The post holder will create content in a mix of writing styles targeting specific audiences. Content examples include (external and internal): blogs, articles, marketing material, press releases, PR content, staff newsletter, white papers, social posts, website content and so on.

#### SIZE/DIMENSIONS

(In what context does this role operate in terms of area of impact, financial budgets and supervision and or management of staff.)

This role is primarily supporting the Marketing team, but will also be working on projects to support the organisation's wider communications activities.

Budget will be allocated on a per project basis.

This role has line management responsibility for the Communications Executive.

## **SECTION 4**

### **ROLE EXPECTATIONS**

(This area outlines in more detail the duties of the post holder).

#### **Creating and implementing plans and content**

- Defining and developing content marketing strategies aligned to the wider marketing plans and business objectives.
- Working with the marketing and sales teams to ensure there's a strong content thread to all campaigns to drive engagement, leads and registrations.
- Co-ordinating content marketing campaigns with marketing managers and the organisation's sales activities.
- Participating in regular planning and business development meetings and collaborating with other departments to create innovative content ideas.
- Contributing to campaign planning, slogans, themes and approaches.
- Creative copy writing working and implementing promotional, social and content to support marketing campaigns.
- Responsible for editorial house style guide, brand voice and for socialising and training LIBF staff in its use and overall brand positioning, values and tone of voice.
- Assisting the Director with other related communications activities, projects and events, as required, including by managing some PR relationships and content schedules.
- Managing the work submitted by external and internal contributors, including implementing a SEO approach, high web content and editorial standards and house style.
- Editing content from subject matter experts to produce thought leadership papers and articles.
- Attending internal events to write up the proceedings, including by gathering speaker and delegate comments, as required.
- Editing and proofreading content produced by other members of the team.
- Using the CMS system to publish content, identifying appropriate content structures and placement based on its target audience.
- Sourcing photos and images, and editing them where necessary.
- Working with the Communications Executive to monitor debates and news in the press and other media outlets to drive engagement.
- Using Google Analytics and data to monitor and analyse the success of content; adapt the approach and strategy accordingly.
- Line management of Communications Executive

#### **Knowledge and skills**

- Excellent communication skills (both written and verbal) and understanding of English grammar, punctuation and spelling.
- Excellent research and writing skills. The ability to write in a clear, concise and engaging way for different audiences.
- Excellent numeracy and analytical skills.
- An understanding of writing considerations, such as compliance with house style and tone and how to adapt writing for different audiences and channels.
- The ability to pick out key points from detailed information and working with a CMS system.
- Creative skills to find interesting ways of presenting information, ability to source other types of content including images, audio and visual.
- A solid understanding of search, social, content development, developing/managing affiliate networks, online advertising, etc.
- A solid understanding of SEO and how to analyse related data

- An understanding of legal issues, such as copyright, privacy and accessibility.
- Ability to prioritise tasks and meet deadlines.

Personal Development

- Taking responsibility for your own career and personal development.
- Actively looking for and participating in development opportunities such as courses and conferences to expand your knowledge.
- Keeping yourself up to date on the latest in content marketing tactics and technology.
- Building networks outside the organisation and representing the organisation where possible.

Innovating and participating

- Contributing to process and team improvements and supporting internal projects such as Lean.
- Joining with colleagues to work collaboratively on initiatives to support our five-year strategy.
- Being prepared to experiment and for things not going to plan.
- Challenging established norms.

**CONTACTS AND INFLUENCE EXERCISED**

(Type, number and seniority of contacts, impact of influence)

You will be a team player, with the experience, skills and personality to manage content related activities within our key business areas whilst also supporting wider objectives for the organisation’s overall content marketing strategy.

You will be able to work effectively with the heads of business areas to analyse their requirements from a content marketing perspective, both learning from their expertise and championing your ideas, to ensure the best outcome for everyone involved.

You will also work collaboratively with colleagues across the organisation.

There will be the opportunity to interact with existing members and customers including businesses, training managers through to front line staff and a range of other external contacts including suppliers, speakers, trustees, journalists and freelancers.

**DECISIONS**

(How much freedom is there to provide solutions, and make decisions regarding the resolution of problems within the constraints of established guidelines or procedures, and supervision?)

Indicate the level which best describes the job holder’s involvement in the decision making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	x
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee's own work	
Has impact on department/directorate* objectives	x
Has impact on The London Institute of Banking & Finance's objectives	

**Examples of the decisions that are generally made by the job holder**

(To be added by line manager/employee)

- Proof read/edit and agree final proofs of materials
- Assess marketing content options/tactics, decide on course of action
- Has impact on the organisation's objectives

**DEFINITION /CLARITY**

(The extent to which to job is defined; the clarity of the job's boundaries, levels of uncertainty)

You will be working for our organisation's main business areas as well as contributing to the overall marketing of the organisation. From time to time, there maybe conflicting priorities which need to be managed.

## PERSON SPECIFICATION

**Job Title:** Content Editor  
**Reports to:** Director of PR and Marketing  
**Department:** PR and Marketing

<b>Qualifications, knowledge and professional memberships</b>	<b>Essential / Desirable?</b>
At least GCSE or equivalent in English and Maths (Literacy and Numeracy).	E
Degree educated or equivalent, ideally in journalism, communications, English or a related field.	E
A professional qualification in journalism or copywriting and evidence of CPD.	D
Able to evidence an excellent standard of written English.	E
Editing and writing in line with Plain Language Commission guidelines.	D
Knowledge and understanding of all areas of marketing and business to help implement the company's content marketing strategy.	E
<b>Technical competencies (skills and experience)</b>	<b>Essential / Desirable?</b>
Minimum of five years' work experience in relevant role.	E
Creative writing combined with impeccable grammar and experience of writing for different audiences. Understanding and experience of writing for web and print.	E
A good understanding of differences of writing for the web, print or emails.	E
A broad understanding and experience of the financial services and education industries, both higher and further.	D
A good knowledge of The London Institute of Banking & Finance and our services.	E
Experience of working with a CMS system.	D
In-depth understanding of SEO and UX, website content management systems, signoff processes and version control, in-depth knowledge of Google Analytics.	E
Working with social media in a corporate environment, creating/posting content, planning and impact measurement.	E
Experience of working with an established brand to support and follow guidelines whilst creatively developing the ongoing appeal of the brand.	E
Understanding scriptwriting, interviewing techniques and editing to work effectively alongside our video department.	D
Excellent organisational and time management skills and experience of managing conflicting priorities.	E
Excellent attention to detail.	E
Experience of working as part of a marketing or communications team in a complex organisation.	E

<b>Core Competencies</b> (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	<b>Essential / desirable?</b>	<b>Core for all employees</b>
<b>Values</b>		
Collaboration	<b>E</b>	<b>C</b>
Adaptability	<b>E</b>	<b>C</b>
Innovation	<b>E</b>	<b>C</b>
Integrity	<b>E</b>	<b>C</b>
Support	<b>E</b>	<b>C</b>
<b>Skills and Experience</b>		
	<b>Essential/Desirable?</b>	<b>Core or Enhanced?</b>
Communicating Effectively	<b>E</b>	<b>En</b>
Business thinking	<b>E</b>	<b>C</b>
Developing Yourself	<b>E</b>	<b>C</b>
Getting things done to achieve results	<b>E</b>	<b>C</b>
Digital Capability	<b>E</b>	<b>En</b>
The Customer experience	<b>E</b>	<b>C</b>
Managing quality and standards	<b>E</b>	<b>En</b>
Applying judgement and taking decisions	<b>E</b>	<b>C</b>

Signed \_\_\_\_\_ Date \_\_\_\_\_  
 JOB HOLDER

Signed \_\_\_\_\_ Date \_\_\_\_\_  
 LINE MANAGER

