

Content Manager

Job description

Job title: Content Manager

Hours: Part-time (24 hours per week) possibly leading to full-time.

Contract type: Permanent

Salary: £27,000 - £32,000 F/T (£13,500 to £16,000 pro rata) depending on skills and experience

Reports to: Executive Director

Location: Homeworking, UK or EU based with occasional travel within the UK or Europe.

Last updated: 01/09/2022

Job purpose

The Content Manager is responsible for:

- Planning and delivery of digital and print content including marketing campaigns, publications and communications activities across OPF's channels and platforms
- Managing OPF's social media channels and coordinating social campaigns
- Overseeing the planning and delivery of events and knowledge sharing activities
- Supporting the operational and administrative functions of the organisation

Responsibilities

- Maintain OPF's content and communications plan, liaising with OPF staff and members to identify, research and develop new content
- Design OPF's digital and print materials
- Maintain, update and develop OPF's website
- Produce and source new content (blogs, research reports and data, training materials)
- Coordinate OPF's social media channels and grow OPF's presence and user engagement
- Coordinate member and community engagement communications and initiatives
- Design and conduct member and community surveys
- Oversee the planning and delivery of events and webinars
- Respond to member queries and manage the info@ inbox
- Manage the online filing system
- Provide support with other basic business and financial admin
- Manage the Year Plan

The Content may be asked to undertake other duties in support of the work of the organisation as requested by the Executive Director.

Skills & Experience

As Content you will have:

Required

- At least three years' experience in a similar role.
- A degree or professional accreditation, or demonstrable equivalent professional knowledge and skills.
- Excellent copywriting and proofreading skills and a keen eye for detail.
- Experience planning implementing multi-channel communications plans.
- Experience writing different content, such as press releases, blogs, newsletters and social media posts.
- A good working knowledge of using and updating WordPress websites.
- A proven track record of implementing brand guidelines and tone-of-voice.
- Layout and design experience using programmes such as Canva, InDesign, Photoshop etc.
- Proficiency in Microsoft Office (Word, Excel, Powerpoint) or GSuite.
- Experience working with analytics and SEO performance.
- Research and analysis skills, including the ability to identify training needs.
- A track record of organising online and in-person events.
- Excellent interpersonal skills with the ability to manage relationships and work as part of a team.
- Excellent organisational and time management skills with the ability to balance multiple tasks with competing deadlines.
- Ability to work proactively and with a degree of autonomy.
- Applicants must have the right to work in the UK or EU.

Desirable

- Basic video editing skills.
- Knowledge of CSS.
- Experience of preparing materials for events, including reports, presentations, and training materials.
- Experience of working in a not-for-profit, membership, and/or international organisation.
- Knowledge of digital preservation and open source communities.
- Additional language skills.