

Job Description

Post Title: Kickstart – Digital Content Manager REF: KDCM

Salary: National Living Wage

Hours: 25 hours per week, 09:00 – 14:15

Service: Sales & Marketing

Reports To: Director

Kickstart Programme

Roibis is taking part in the UK Government's Kickstart Scheme, which is part of the Chancellor's plan for jobs. The scheme offers young people, who are at risk of long-term unemployment, the opportunity to take part in a work placement where they will develop new skills to enable them to move into sustained employment at the end of the programme.

We welcome anyone with or without experience as long as you can commit to our vision and demonstrate our values, have a positive attitude and the desire to succeed. Do you want to join an inclusive growing organisation where you can make a difference?

Primary Job Function

As a Digital Content Manager, you will be an integral part of the team championing our vision to grow our online brand presence and sales, by providing content strategy and copy-writing for website and social channels. You will be taking ownership across a variety of campaigns and of the content creation calendar. You will be responsible for creating, improving and maintaining content to achieve our business goals. Your duties will also include sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices. Creative writing skills, expert in content optimisation and brand consistency. Ultimately, you should be able to oversee all marketing content initiatives to ensure client engagement, brand consistency and a positive client experience.

Duties and Responsibilities

1. Develop content strategy aligned with short-term and long-term marketing targets
2. Plan and develop site content, style and layout and collaborate with other departments where necessary
3. Create and publish engaging content
4. Edit, proofread and improve your posts and ensure brand consistency
5. Optimise content according to SEO
6. Use content management systems to analyse website traffic and users engagement metrics
7. Manage content distribution to online channels and social media platforms to increase web traffic
8. Develop an editorial calendar

9. Ensure compliance with law (e.g. copyright and data protection)
10. Stay up-to-date with developments and generate new ideas to draw audience's attention
11. Networking in industry, sector and specialism and become an expert in market
12. Be part of a culture of high performance that delivers on a weekly basis
13. Work as an integral member of a team, motivating one another and communicating effectively
14. Be determined to succeed with a positive attitude
15. Ability to adhere to the Council's Dignity for All policy

Post Holder Declaration

Name:

Signed:

Date:

Person Specification

The person specification is an overview of the skills, knowledge and experience required for a Kickstart programme role. Your application will be assessed on how well you meet the specification set out below. In your application, make sure that you include reference to the requirements below and provide evidence of this in your cover letter. The cover letter should be no more than two pages long. You can draw on your experiences gained through work, study or other activities to help you provide this evidence.

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Education and Experience

- E1 A/I Interest and motivation to work within Consultancy/Recruitment Sectors
- E2 A/I Passion to work in Digital Marketing
- E3 A/I Degree in relevant subject such as BSc Marketing
- E4 A/I MS Office and WordPress and CMS's

Knowledge, Skills and Ability

- E5 A/I Excellent editorial, written and oral communication skills with a strong attention to detail
- E6 A/I Creative writing, content optimisation and brand consistency skills
- E7 A/I Ability to grow our online brand presence and sales, by providing content strategy and copy-writing for website and social channels that is influential and engaging
- E8 A/I Technical knowledge of HTML and web publishing
- E9 A/I Knowledge of SEO and web traffic metrics
- E10 A/I Excellent knowledge of and skills in social media and digital advertising
- E11 A/I Though internal staff management is not initially part of the job, responsibility and opportunity could grow with the development of the business, for example the prospect of recruiting and managing junior content writers. Some people-management skills, experience and natural ability will be useful
- E12 A/I The ability to meet deadlines and targets with ambition and the determination to succeed
- E13 A/I Able to influence and
- E14 A/I Excellent time management, project management and organisational skills and able to attend work at required times
- E15 A/I Ability to adhere to Roibis' Dignity for All policy

Personality

- E16 A/I Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner who critically assesses own performance. Mature, credible, with natural ability to create a saleable vision through influential and engaging content that can be upscaled through various marketing initiatives. Reliable, tolerant and determined. Empathic communicator, able to see

things from the other person's point of view. Well presented and businesslike. Keen for new experience, responsibility and accountability. Able to get on with others and be a team player. Innovator with the ability to think out of the box and create solutions.

Special Requirements

- E17 E This role will require you to obtain through us an Enhanced satisfactory clearance from the Disclosure and Barring Service.
- E18 A/E Eligibility for Kickstart roles is open to people aged 16-24 who are in receipt of Universal Credit and are at risk of long-term unemployment. Additionally you must have been referred to apply for the role by your Job Centre Plus Work Coach.

Assessed by: A = Application, I = Interview, E= Eligibility Check

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