



JOB DESCRIPTION

Job title: Content Executive

Service: Digital Marketing

Salary: Grade 3 (lower) point 20-23: £28,315 – £31,073 FTE (£17,218.58 - £18,895.74 pro rata, per annum)

Hours: 22.5 hours per week (part time)

Location: Home based

Responsible to: Head of Digital Marketing

Summary of job:

As part of the Digital Marketing team working closely with our helpline FamilyLine, you will lead on the development of support content for the new Family Action website aimed at providing self-help to families. You will liaise with subject experts across the organisation to write SEO friendly web copy on key topics and manage the new website's support pages and FamilyLine user journey. As part of the role you will have the opportunity to develop and shape a distinct area of our upcoming website and provide direct support to families looking for information and help as part of Family Action and our helpline, FamilyLine's digital offer.

Key tasks and responsibilities:

1. Write, develop and maintain web content aimed at providing self-help to families.
2. Work closely with our FamilyLine team, subject experts and Communities of Practice across the organisation to translate key knowledge into factual and informative web content.
3. Use data and insight from FamilyLine, Google Trends, keyword research and wider media to inform future content topics.
4. Write accessible and effective keyword rich web copy in line with brand guidelines and style guide.
5. Ensure SEO best practice across the website's help and support pages.
6. Upload and manage support content via the website content management system.
7. Regularly review content accuracy and feedback, updating pages accordingly.
8. Work closely with the Digital Marketing Executive to manage user experience across the website, ensure seamless user journeys and the accessibility of help and support content.
9. Work closely with the wider Digital Marketing Team to promote FamilyLine and our help and support content across web and social channels.
10. Work closely with Head of Helplines to ensure content supports FamilyLine user journeys.



11. Regularly measure and analyse content performance, sharing insight with relevant teams across the organisation.
12. Contribute to the generation of new ideas and ways of working online and with digital media.
13. Liaise with other departments within the organisation and external agencies
14. Actively take part in Family Action's formal appraisal and supervision processes and be responsive to critical challenge, advice, feedback and direction as part of a process of continuous improvement. Take responsibility for your own professional development, identifying and attending training which will support growth in the role.
15. Be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - Being **people** focused
 - Reflecting a '**can do**' approach
 - Striving for **excellence** in everything we do
 - Having **mutual respect** for everyone we work with, work for and support through our services
16. Implement Family Action's Equality & Diversity Policy and Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
17. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
18. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

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Person Specification

1. Detailed knowledge of digital marketing principles and practices.
2. Experience of working with subject experts and complex topics to translate information into SEO friendly web copy.
3. Excellent communication and copywriting skills.
4. Experience of using Google Trends, data and insight to research relevant keywords and write copy in line with SEO best practices.
5. An awareness of web accessibility requirements.
6. A strong understanding of website management, user journeys and experience.
7. Experience of using content management systems such as WordPress.
8. Excellent research skills and the ability to analyse and present data and information.
9. Experience of using data and insight tools such as Google Analytics 4 and Looker Studio to analyse content performance.
10. Excellent interpersonal skills and the ability to work with a range of internal and external people and agencies.
11. Ability to work independently or part of a team, taking responsibility for key tasks.
12. Logical and creative thinking skills.
13. Thorough and organised.
14. A commitment to personal development, actively seeking out opportunities to expand your knowledge and skillset, implementing what you have learned in your daily role
15. Ability to work outside of regular business hours and to be flexible to meet the needs of the role.
16. Ability to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - a) Being **people focused**
 - b) Reflecting a '**can do**' approach
 - c) Striving for **excellence** in everything we do
 - d) Having **mutual respect** for everyone we work with, work for and support through our services