Role Description – Digital Content Producer

Note: numbers in brackets () – please refer to the separate Guidance Notes.

Role title	Digital Content Producer	Grade	2	Department	Digital
Reports to *(1)*	Head of Digital			Direct reports *(1)*	(maybe 1 temp)
Key relationships / interfaces *(1)*	**Internal**:	IT, Service Delivery, Marketing, Events, Volunteers			
	External:	Web/CRM suppliers			
Role purpose *(2)*	To ensure all content intended for digital publication is created with a defined audience and purpose in mind. To ensure all content is high quality and is delivered according to an agreed schedule.				
Breadth of responsibility *(3)*	This role impacts on all teams and departments in APM.				
Dimensions and limits of authority *(4)*	Scope of digital content coordination includes websites, mobile apps and social media. This role can make recommendations but needs expenditure approval.				

Key responsibilities / accountabilities *(5)*	Key performance measures *(6)*
General	
Content Schedule • Manage the content production schedule, coordinating inputs from content providers across APM and externally.	• Content projects delivered to time and quality expectations
Content Performance • Working with the Digital Performance Manager and Digital Products Manager, identify opportunities for website content improvement and lead projects with relevant departments to deliver new or enhanced content.	• Page visits • Bounce rate • Time on Page • Goal Conversion
Content Updates	• Content updates delivered to time and quality expectations

Key responsibilities / accountabilities *(5)*	Key performance measures *(6)*
• Provide web content updates and amendments - especially for APM teams with insufficient devolved capability.	
Capability Development • Working with the Head of Digital, provide digital capability building opportunities (e.g. training and development in digital technologies and techniques) for staff across APM.	• Digital team become less hands-on in business as usual activity for other teams but enable a devolved capability
Projects • Lead or participate in other projects as required, representing the digital team and providing customer-focused digital expertise.	• Number and nature of additional projects involved in

Person Specification – Digital Content Coordinator

Attribute	Description	Essential / desirable
Qualifications *(7)*	• Educated to degree level • CIM qualified or working towards CIM	• Desirable • Desirable
Experience *(8)*	• Experience in using analytical tools • Experience of working on IT and digital projects • Analytical experience • Ability to build effective relationships • Budget management experience • Experience of CRM • Experience of digital content taxonomies • Experience of website content management systems	• Desirable • Desirable • Essential • Essential • Essential • Desirable • Essential • Essential
Knowledge	• Working knowledge of digital marketing principles and techniques • Search engine optimisation • Digital content creation • Appreciation of the work of a professional body	• Essential • Essential • Essential • Desirable
Skills	• Effective PC skills including Word, Excel, PowerPoint • Ability to produce clear written documentation • Strong ability to create & manage business plans & strategy. • Negotiation skills • Ability to build effective business relationships • Well developed presentation skills • Excellent communication skills – written and verbal • Well developed teamwork skills • Excellent organisational skills. • Statistical analysis	• Essential • Essential • Essential • Essential • Essential • Essential • Essential • Essential • Essential • Desirable
Behaviour / competency *(9)*	• Analytical thinking	• Essential

Attribute	Description	Essential / desirable
	• Communication skills	• Essential
	• Decisiveness	• Essential
	• Initiative and proactivity	• Essential
	• Relationship building	• Essential
	• Results orientation	• Essential
	• Technical and professional expertise	• Essential

Supporting Behaviours	
Behaviour	**Description**
Communication	• Writes and speaks clearly, concisely and persuasively
Customer and Supplier Focus	• Ability to understand the needs and priorities of customers (inside and outside the organisation) and the desire to meet their expectations
Working Together / Teamwork	• Demonstrates strong team-working ethic and ability to work with a wide range of stakeholders at all levels
Leadership and Developing People	• Ability to assist team members in reaching full potential through feedback, coaching, development and training
Problem Solving and Ownership	• Takes ownership of problems and can apply intellectual and creative skills to implementing solutions
Improvement, Change and Creativity	• Willingness to challenge assumptions and ability to adapt or generate imaginative and innovative ideas
Planning and Organising	• Ability to develop clear, efficient and logical approaches to work
Organisational Commitment	• Can demonstrate commitment to the APM and actively embodies the values of the organization by maintaining a professional image at all times.
Resilience	• Ability to maintain control and performance during stressful situations