



## JOB DESCRIPTION

<b>Job Title:</b>	Content and engagement manager
<b>Grade:</b>	4
<b>Hours:</b>	Full-time (35 hours per week)
<b>Reports to:</b>	Head of content and engagement
<b>Key relationships:</b>	Content team Content creators (members, staff and others) Digital team Digital suppliers and contract publisher Engagement and communications team
<b>Location:</b>	Office/hybrid

### Job context

The Royal College of Speech and Language Therapists (RCSLT) is the UK professional body for speech and language therapists. Our mission is to improve the lives of people with communication and swallowing needs by empowering our 20,000 members, influencing decision-makers, educating the public, and getting our message out as widely as possible. We employ around 70 staff, based in London and the nations. Our HQ is in London Bridge.

### Job purpose

The RCSLT's website is the organisation's 'shop window', serving as one of the main ways for members, stakeholders and the wider public to engage with us. As content and engagement manager, you'll be responsible for producing and publishing a wide variety of content on the website (and other channels) in a way that inspires members, supports their professional needs, and serves to progress the RCSLT's commitment to its new [strategic vision](#).

In the role you will lead on work to improve and develop the RCSLT's digital content offer, making sure tone of voice, house style, brand guidelines and accessibility principles are adhered to. You'll be skilled in using data and data reporting tools to inform content design and decisions, as well as influencing colleagues at all levels to embrace digital best practice.

To succeed in this role, you'll need excellent content production and digital editing skills, significant experience in content management systems, web analytics, and search engine optimisation, as well as bags of creativity and a razor-sharp focus on members' needs.

Working within an integrated team, you will work collaboratively with colleagues to ensure a joined-up approach to content, production and working practices. You'll use your specialist

knowledge to advise, influence and inspire staff, agencies and suppliers around website development and best practice.

### **Scope and accountability**

You'll report to the RCSLT's head of content and engagement and work closely with other team members to understand what staff and members need from the website, delivering content, plans and workflows that meet those needs, and providing technical solutions and analytical assessments of content and its performance.

You will be responsible for producing accessible content in a wide variety of formats, and experienced in advising others how to write for digital channels and use a CMS. You'll use your editorial and website expertise to influence and counsel colleagues on best practice, while using data to guide and advise staff and members on content decisions and development.

You will line manage a more junior colleague, supporting them to flourish in the role and fulfil their potential. Alongside the head of digital products, you will use your well-honed technical and analytical skills to problem-solve, provide digital solutions, and anticipate potential issues. You will act as a conduit between the Digital and Content teams, ensuring a joined-up and seamless approach to digital developments.

As part of the wider Engagement and Communications Team, you'll be responsible for leading on and delivering discrete communications plans and projects, as well as working across other channels, including print and publications, to deliver editorial support and providing cover for other colleagues, where necessary.

### **Responsibility for resources**

The post holder is responsible for the following resources:

- Website content, ensuring it's developed in line with best practice, member needs and organisational priorities.
- The content management system.
- Content workflows and production processes.
- Data analytics tools and processes.
- Line management of the assistant content and engagement officer role.
- Relationships with digital and content suppliers, ensuring their day to day delivery is managed effectively and positive working relationships are maintained.

### **Main responsibilities**

- Lead on the accurate and effective production of a wide variety of content (eg copy, graphics, video, animation), ensuring a joined-up approach to delivery, while coaching and advising colleagues on editorial, content and digital best practice.
- Lead on the optimisation of content to ensure it is accessible, easy for visitors to understand and navigate, and can be found through search engines.
- Line manage the assistant content and engagement officer role-holder, overseeing their objectives, workload, deliverables, performance and professional development..
- Work with the head of digital products and digital agency to progress website developments and new functionality, and improve the user experience.
- Lead on measuring the effectiveness of content using data and reporting tools (such as Google Analytics, Google Tag Manager and HotJar), advising staff of findings, incorporating insights into the content planning process, and leading on the design and development of user journeys.

- Support the head of content and engagement on content strategy and content plans.
- Spearhead the implementation of practices that support the creation of error-free, accurate and engaging content. .
- Use your technical skills to lead on the management and assessment of website traffic and user behaviour (eg, UTM tracking, Google Tag Manager), making organisational recommendations where needed.
- Cultivate / participate in wider networks, for example in the membership or charity sectors, to ensure the RCSLT stays abreast of developments and shares knowledge.
- Identify and undertake learning and development opportunities to stay up to date with best practice relating to digital content and engagement.
- Participate fully in the life and development of the RCSLT in accordance with RCSLT ethos, policies and practices.

## **Person specification**

### **Knowledge and qualifications**

- Expertise in web content processes, web analytics and content management systems.
- Digital editing and content production experience.
- Deep understanding of the latest trends in content development across multiple forms of media.
- Specialist knowledge of relevant design, content software and CMS (including Adobe Creative Suite, Canva and WordPress).
- Experience in search engine optimisation and accessibility principles.
- Knowledge of user needs and designing user journeys.
- Experience of creating content for social media.

### **Experience**

- Extensive experience of working in a digital publishing role and producing digital content in all its forms.
- Writing and editing short and long form digital copy to a professional standard.
- Line management experience.
- Working with members, clients and/or stakeholders to develop content.
- Applying analytical and creative thinking skills to content creation.
- Using qualitative and quantitative data to drive content optimisation.
- Managing workflows and processes with inputs from multiple teams.

- Experience of working with specialist or technical content, and subject matter experts.

### **Skills and Abilities**

- The ability to write and edit complex or specialist written materials to a very high standard.
- Excellent organisational ability required to oversee content inputs from multiple teams and to manage competing demands..
- The ability to plan and manage complex workflows and ensure the timely delivery of content within a matrix system.
- The ability to coach and train other colleagues with varying levels of digital literacy.
- An ability to troubleshoot and problem solve on the best practice creation and publication of content across multiple channels.

### **Personal qualities**

- Adaptability and flexibility to manage a busy workload and competing demands.
- Self-motivated with a desire to learn and improve.
- A proactive, can-do attitude, with the ability to use own initiative.
- A commitment to the aims and charitable objectives of the RCSLT and a passion for delivering the best possible service to RCSLT members.
- Diplomacy and discretion in dealing with people and ideas, including sensitive information.
- Commitment to collaborative team working, and equality, diversity and inclusion.
- Ability to travel as required.
- Ability to work autonomously and as part of a team.