



Role Profile

The Role			
Role Title:	Content Workflow Manager	Reporting to (job):	Head of Brand, Marketing & Content Dotted lines into Head of Digital Experience and Head of Press
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	No direct reports
Function / Org Unit	Communications, Marketing & Fundraising	Job Number:	ERMC20
Base and travel	Hybrid - Southwater & Home based Some travel to external events and suppliers	Band (<i>to be assigned by Reward</i>)	UC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	1	Budget (Operating/Capital)	Nil
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	Deciding what are the content priorities for key business stakeholders and therefore what the content generation teams are briefed on. Ensuring this aligns with our content strategy. This decision making requires final approval from Comms and Fundraising ADs and Brand.

			<p>Deciding on a content workflow strategy based on business needs.</p> <p>Supporting a core messaging framework and consistent identity by liaison with the content leads across teams. This will ensure that all content generated is aligned to the brand and that all end users have a consistent and impactful view of the RSPCA and our messages.</p> <p>Decide on how content is best used for fundraising purposes in collaboration with the Fundraising and content generation teams.</p> <p>The postholder will decide what areas of work to prioritise when auditing content.</p> <p>The post holder makes decisions on what cost is reasonable to generate particular content sets e.g. is it appropriate to pay for freelance resource to meet certain deadlines. Final sign off is with the internal client budget holder.</p> <p>Responsible for a mix of content such as copy, imagery, video and design.</p>
Working Environment	Office based		
Role Purpose	<p>The purpose of this role is to create a strategic plan for key content generation and workflow, including fundraising, campaigns and strategic work, oversee the development of this content, establish additional contributor/freelance networks and optimise the use of this content for all customer journeys to maximise income generation and engagement.</p> <p>This role will prioritise and plan incoming work requests for assets working closely with the editorial, design and multimedia teams in Brand and act as a central point of contact for internal clients on these content requests.</p>		

Principal Accountabilities	<p>Ensuring we use the right content in the right way to maximise income generation, brand development and the lifetime value of the content. Bringing the content strategy to life and evolving as needed. Seeking to join up content use across channels to amplify impact and to avoid any duplication of content served. Working closely with the Senior Editor, Multimedia Manager and Head of Brand to achieve this. Being the adviser n for Fundraising on what content to use for particular campaigns/products.</p> <p>Gather content requirements from all fundraising teams on an ongoing basis and prioritise needs. Similarly to provide this support to other teams e.g. Campaigns. Prioritise content requests from the business and plan in with the Brand team, update on progress acting as a central contact for internal clients similar to an agency Account Manager.</p> <p>Optimise content workflow processes, working with the Digital teams Project Manager on revising and updating the Digital Content Request (DCR) process as well as the Content Manager in Brand with their content requests so that it is more streamlined, agile and effective. Develop a joined up briefing system between Digital and Brand, using Trello/Jira, to make the briefing of major fundraising projects more efficient and joined up.</p> <p>Develop a fundraising content workflow plan that ensures suitable content sets are available for fundraising initiatives according to required deadlines. Use analytics and results to deliver insights to the content generating teams on what content works best for future activities.</p> <p>Work closely with the Brand team to ensure all content gathered for fundraising use supports and develops the rescue brand and other brand requirements in order to maximise the benefit to the business. This includes working with the Head of Brand on specific sub-brands (e.g. lottery, sponsorship) which have different brand and content needs.</p> <p>Investigate and set up additional contributor networks to deliver the raw materials of photos, video and relevant written information that can be packaged into content sets by the in-house creative team.</p> <p>Supporting the recruitment and briefing of contributors, working closely with the relevant specialists e.g.in-house photographers to advise on photos and the Senior Editor/Copywriter on writing style.</p>

	<p>Proactively work with in-house teams to ensure optimum use of fundraising/campaigns content (e.g. use on social media, email usage etc) avoiding overlap and duplication and creative tire.</p> <p>Work with the Brand team to ensure consistency of rescue message, writing style and tone of voice, look and feel, against brand guidelines and content consistency across online and offline comms.</p> <p>Work with the Insight team and the Head of Brand to measure the effectiveness of the content used in generating income/engagement and brand support and advise stakeholders on learnings and future usage.</p> <p>Work as part of the virtual content team (spanning Brand, Digital & Press) plus any agencies involved to manage a comprehensive content audit on the online and offline offering, identify content gaps and agree actions to address this with the in-house creative team.</p> <p>Generate and update a long-term schedule to fill fundraising content gaps, ensuring available analytics have been considered.</p> <p>Working closely with the Multimedia Manager, Senior Editor/Copywriter, Head of Brand and Heads of Media to maximise the effectiveness of the Comms Hub and the Capture database in making these fundraising content sets easily accessible to the relevant teams.</p> <p>Working with the Senior Editor/Copywriter, Multimedia Manager, Head of Brand and Heads of Media to review these content sets to ensure they meet specific fundraising/comms needs, required editorial and image standards and do not pose reputational risks, in order to develop the brand in our fundraising work.</p> <p>Working with the virtual content team (Brand, Press, Digital) , who can deliver stock copy/visuals for use on key campaigns, rescue & rehoming features, RSPCA events, the magazines, press releases etc in order to join up online and offline content.</p> <p>Representing all fundraising content needs at the monthly Content Planning meetings.</p>
Key Interfaces	Internal client contact especially Fundraising teams' liaison, guidance, discussion, negotiating

	<p>Regular contact with core content producers (i.e. design, editorial, multimedia teams) to plan work in, plus contact with Digital, Social and Broadcast teams.</p> <p>Heads of Fundraising and Head of Brand - Post holder must report back on workload and also how content can help shape the fundraising, engagement and brand strategy at the RSPCA.</p> <p>Regular communication with other content managers within the organisation, such as Brand, Digital and Press to share learnings, backed by analytics, and best practice. Also working with Brand to ensure offline and online content isn't disjointed.</p> <p>Post holder will work closely with income generating teams to ensure the whole range of target audiences are considered, from legacy and individual giving needs to corporate and high value audiences.</p> <p>Postholder attends meetings with external agencies as the subject matter expert on fundraising content needs. This can include influencing large scale appeals such as the Xmas campaign through to tailoring personalised email journeys with roster agencies and the in-house creative team.</p>
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The Person

Personal Attributes and Key Competencies

Experience in creating effective workflow processes for online and offline activities to meet deadlines and budgets.

Strategic thinking, able to plan long-term for content needed for income generation. Ability to communicate this to fundraising and content generation teams.

Strong organisational skills to plan priorities, create briefs, assess results and evolve plans and timings when needed.

Strong briefing, negotiation and influencing skills to further content needs working with external agencies and consultants.

	<p>Strong analytical skills to interpret campaign results to influence future plans.</p> <p>Understanding of content strategy and how to implement.</p> <p>Excellent multiple stakeholder management</p> <p>Strong multi-tasking and planning skills.</p> <p>Excellent strategic planning and decision making skills</p> <p>Excellent problem solving and analytical skills</p> <p>Great project manager and collaborator, highly organised, flexible, proactive, analytical, innovative and driven.</p>
<p>Essential Key Skills, Qualifications & Experience</p>	<p>Educated to HND/Degree level standard or equivalent or ability to demonstrate similar intellectual capacity.</p> <p>Significant project/workflow management experience of content production in a marketing/fundraising/brand environment</p> <p>Experience in scheduling multiple projects simultaneously</p> <p>Experience of interpreting online and offline analytics to shape future activity.</p> <p>Experience in managing a content library.</p> <p>Experience working within brand guidelines</p> <p>Experience managing and influencing staff that are not direct reports.</p> <p>Experience of writing creative briefs.</p>

Desirable Key Skills Qualification & Experience	<p>Degree in marketing, business studies, digital or media. Detailed understanding of marketing analytics and research techniques.</p> <p>Experience of using a digital asset management system.</p> <p>Experience of producing creative assets. Experience managing volunteers.</p>

Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
Profile written by:	Klare Kennett	Role: Assistant Director Communications & Marketing	Date: 20 October 2020
Approved by (operations):		Role:	Date:
Approved by (HR):	Luan Moorshead	Role: HR Business Partner	Date: 30 October 2020
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