

Job Title:	Creative Content Manager
Directorate:	Strategy and Communications
Location:	Head Office, Tyrwhitt House - Leatherhead
Accountable to:	Senior Head of Communications
Pay grade:	Band 6
Contract Type:	Permanent

1 Values Framework

All staff are expected to know and understand the values of the organisation and uphold these values whilst at work.

- Together
- Focused
- Bold
- Personal

2 General Overview of Role

The Creative Content and Stories Manager works with senior colleagues including Directors and the CEO across the organisation to manage the development and delivery of engaging content to raise awareness about the work of Combat Stress and the impact of our treatment on the lives of veterans for external and internal audiences.

This post holder will write and shape content for all formats, contributing ideas on innovative ways of presenting the charity's key messages across all communications channels. The Creative Content and Stories Manager will ensure a clear tone of voice and house style is used across all content channels.

The Creative Content and Stories Manager works closely with other members of the Communications Team to ensure an integrated approach and consistent messaging to communications activity including online and offline, internally and externally.

The post holder deputises for the Senior Head of Communications when required, attending meeting on their behalf and acting as the departments representative as required.

3 Main Duties and Key Responsibilities

- Be accountable for the content in the public domain.
- Plan and develop a strategy for engaging content for use across different channels including articles, veteran stories, website news and blogs, images and video.
- Working with clinical colleagues develop content aimed at veterans and their families e.g. leaflets, videos, self-help guides.
- Exercise editorial judgement and manage provision of constructive feedback to content originators.
- Work with in-house and occasional external subject matter experts and the in-house creative team to bring creativity and innovation to the charity's content flow.
- Creatively and sensitively solve any issues regarding content messaging.
- Project manage the creation of content for significant publications (for example the Annual Report), working closely with stakeholders to develop compelling copy.
- In conjunction with the Creative Manager, manage the development of content for the bi-annual Combat Stress newspaper, overseeing the compilation of copy to deliver the newspaper within the required timeframe.
- Manage development of copy for promotional materials (e.g. leaflets, posters, adverts) for use externally to raise awareness and encourage veterans to seek our help. Work closely with the Creative Manager to ensure an integrated approach with consistency of message and that all communications are on brand.
- Assist in the development of targeted, impactful fundraising materials by working closely with the Fundraising Team in the development of concepts, copy and design.
- Manage the use and development of the Combat Stress tone of voice. Set up and manage regular reviews of all content to consistency of tone across all materials.
- Work closely with the Digital team to manage refresh of the content on the Combat Stress website. Review content created by Digital Content Officer to ensure appropriate tone of voice.
- Work closely with the Operations Department to keep up to date on new developments and new ways of working to ensure our communication materials reflect our latest services, policies and procedures.
- Develop and manage relationships with internal senior stakeholders.
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Job Description



General Responsibilities

- Deputise for the Senior Head of Communications as required.
- Support other team members as required.
- Contribute to the development of team plans and activities.
- Develop and maintain internal and external relationships to maximise content creation.
- Occasional attendance at awareness-raising or fundraising events which may include evenings and weekends.

4 Other Duties

We reserve the right to ask the post holder from time to time to undertake any other reasonable duties as required within this role.

5 Risk Management

As an employee of the Charity, the postholder is required to be risk aware and readily able to identify risks faced in the course of day-to-day duties. Where a new risk is identified it is to be reported through the postholder's line manager.

INFECTION PREVENTION AND CONTROL

Maintain an up-to-date awareness of the Infection control procedures relevant to your area of work and implement these in practice. As a minimum this must include hand hygiene and the use of personal protective equipment as appropriate

Signature – Job Holder

Date

Signature –

Date

Date revised: tbc