



Information pack for the role of **Digital Content Editor** Find a Future t/a WorldSkills UK November 2018

WorldSkills UK

Who are we?

WorldSkills UK is dynamic, results driven charity that wants to change the national conversation about skills and young people. We are a partnership between governments, businesses and education and we exist to accelerate young people's development in work and life.

We are part of a global movement working with young people right across the world. In the UK, we are entering an exciting new phase in our development and have ambitious plans for the future. WorldSkills UK works with over 100,000 young people a year with the ambition to grow this to 1,000,000 by 2022. We are excited about the potential of young people and skills to drive change in the UK.

We are a small inclusive team that works with a growing network of dedicated professionals and businesses and we are looking for passionate and thoughtful people that will help us develop innovative solutions to the challenge we have set ourselves.

What do we do?

WorldSkills UK is all about improving the prestige of apprenticeships and technical education, to inspire more young people to consider these as career routes and get off to a better start in work and life.

But it takes more than words to achieve this; it's what we do that works.

We help young people set off in the right direction through innovative and engaging careers advice activities and access to inspiring guidance from role models they can relate to. We engage thousands of young people in skills competitions right across the UK, where they improve their technical and employability skills to the highest possible national standard.

We then select the best in the UK and train them up to compete with the best in the world at the 'Skills Olympics'. We create medal winning, world- class skills champions: young, confident role models, from all backgrounds, who go on to inspire others to follow in their footsteps.

Ultimately we champion young people because they carry our future on their shoulders. Join us in helping more young people go further, faster in work and life.

How do we meet our ambitions?

Directions

We create inspirational role models and run careers advice activities - including the UK's largest careers event.

Champions

We run over 55 skills competitions to find the UK's best skilled young people and train them to compete as Team UK at international competitions - the 'Skills Olympics'. Competing for medals against nearly 80 other countries and over 1000 other competitors.

Accelerate

We undertake thought leadership activities and develop new ways of supporting business and the education sector help young people better prepare for work and life.

The Structure

WorldSkills UK has a dynamic, hardworking staff team of around 40 and is structured into five directorates each directorate is led by a Director who form the Senior Leadership Team which is led by the Chief Executive.

- [Executive directorate \(including Impact and Planning and Public Affairs\)](#)
- [Operations](#)
- [Finance and Corporate Services](#)
- [Marketing and Business Development](#)
- [Education and Skills Competitions](#)

Governance

Find a Future trading as WorldSkills UK is a registered charity with a Board of Trustees strategically overseeing its effective operation in conjunction with the Chief Executive so as to ensure it meets its charitable objectives. The Board is made up of representatives of further education, skills and industry ensuring that the organisation's activities are firmly representative of the audiences and target groups it serves in its work.

Role Information

Role:	Digital Content Editor
Grade:	Grade D
Directorate/Unit:	Marketing and Business Development
Manager:	Digital Marketing Manager
Reports:	None

Role Purpose

The purpose of this role is to be responsible for creating, improving, and maintaining content through our website, social media and other digital communication channels to achieve our business goals and to position the brand at the forefront of digital marketing within the skills sector. This will include SEO, PPC and social media marketing.

Key Responsibilities

1. Contribute to successful delivery of WorldSkills UK's strategic priorities and annual business objectives.
2. Take responsibility for the development, execution and evaluation of new engaging content across the website and other digital platforms
3. Prepare, communicate and deliver an annual content marketing plan which meets the objectives of the marketing strategy and includes evergreen and ephemeral content;
4. Collaborate with the marketing and design teams to plan and develop site content, style and layout;
5. Prepare, action and monitor an editorial calendar;
6. Design and write engaging content in line with the approved calendar, brand events and marketing activities, addressing all business channels and ensuring the brand message is consistent and up to date;
7. Convene new content through WSUK stakeholder networks, trade bodies, industry partners and relevant trade media to keep content fresh and relevant
8. Manage content distribution to online channels and social media platforms to increase web traffic, working closely with the digital marketing manager and members of the education team;
9. Use content management systems to analyse website traffic and user engagement around content metrics and optimise content according to SEO;
10. Ensure compliance with copyright and data protection law;
11. Recommend and test new media channels to continue to keep content flowing to the target audience in new and exciting ways and to ensure WSUK is at the forefront of the sector's digital marketing activity;
12. Use paid marketing mechanics (eg AdWords, retargeting, social media advertising) as appropriate to meet objectives;
13. Contribute to company and industry blogs and manage e- communications
14. Undertake the administration associated with the role;
15. Undertake any other duty or responsibility that may reasonably be requested by Senior Managers
16. Take ownership of projects within the Marketing and Business Development team ensuring all deviations from targets (time, money, people, etc.) are identified and addressed at the earliest possible stage.
17. Produce requirement specifications in line with WorldSkills UK's procurement strategies for all outsourced activity.
18. Maintain WorldSkills UK's established management policies for dealing with risks and issues for the Marketing and Business Development team and the wider organisation.

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19. Effectively co-ordinate resources (including agencies, suppliers, contractors) so that all project elements are delivered to acceptable standards on time, to budget and meet the required specification(s)/objective(s).
 20. Manage activities/tasks in accordance with the agreed project plan to ensure delivery on time and to budget.
 21. Other duties and/or projects as may reasonably be requested by the Digital Marketing Manager acknowledging experience, education and ability.

Person Specification

Key: [E] Essential / [D] Desirable

Qualifications and experience

- Experience of developing and applying an organisation's brand, including tone of voice, to a range of content for different audiences [E]
- Proven track record of success in content marketing and editorial platforms [E]
- Up to date knowledge of existing and emerging social media platforms [E]
- Educated to degree level or equivalent in Marketing, Business, Journalism or English [E]
- Good technical understanding of creative content- responsive/HTML 5 [E]
- Expert knowledge of SEO [E]
- Experience of creating exciting original content for a variety of platforms particularly in a B2B environment. [E]
- Up to date knowledge of copyright and data protection law within a marketing context [E]
- Proficiency in utilising paid marketing mechanics (eg AdWords, retargeting, social media advertising). [E]
- Experience gained in skills sector or education sector [D]
- Knowledge of tools including SearchMetrics, Buzzsumo, Muckrack, Link research tools, Moz, Buzzstream, Coverage Book [D]

Knowledge and skills

- Excellent digital editorial skills (researching, interviewing, writing, proof reading and editing). [E]
- Outstanding digital marketing knowledge & skills – 'an IT/Digital native' [E]
- Excellent IT skills including use of M/S Office, databases and search engines [E]
- Exceptional writing & communication skills, (native level English) [E]
- Demonstrable creativity with an 'eye' for design, layout and detail. [E]
- A proactive, curious and customer focused mind set. [E]

Personal qualities

- Very reliable and with a high level of probity. [E]
- Able to work to own initiative with broad direction. [E]
- Able to think creatively and solve problems. [E]
- Possess a strong work ethic and desire to achieve results [E]

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- Flexible in working methods and ideas. [E]
 - Excellent team player and collaborative approach to work. [E]
 - Enthusiastic and able to motivate others. [E]
 - Creative and innovative digital solutions for all communication – written, visual and audio. [E]
 - Personal passion for digital environment [E]
 - Respect for diversity and inclusion with practical ideas for their implementation within the scope of the post [E]

Special circumstances

- Prepared to occasionally work outside of normal hours. [D]
- Able to spend an occasional night away from home. [D]

Summary of Terms and Conditions

- Permanent
- The salary for this role is £30,000 to £35,000 per annum
- Normal place of work is Floor Four, 157-197 Buckingham Palace Road, London SW1W 9SP.
- Minimum of 35 hours per week, normal working hours are 09:00 to 17:00 Monday to Friday. Occasional weekend work may be required by mutual agreement for which reasonable time off in lieu will be given.
- 25 days annual leave which will increase by one additional day for each completed year of service up to a maximum of 30 days plus public and bank holidays
- The post is subject to six months' probationary period with one months' notice.
- The offer of appointment will be subject to satisfactory references.
- Salaries are paid monthly by direct transfer on or about 21st of the month.

How to apply

Applications should include be submitted no later than 5pm on 27th November 2018 and should include:

- a curriculum vitae detailing your full career history; and
- a supporting statement with evidence of your suitability for the role, taking into account the points listed in the role description and person specification (throughout the recruitment process we will be looking for examples and evidence of your experience, knowledge and skills).

Applications should be submitted by email or post (marked 'Private and Confidential') to:

- Meryem Ozbiloglu
- Senior Human Resources Manager at jobs@worldskillsuk.org

WorldSkills UK is committed to making appointments on merit by fair and open processes, taking account of equality and diversity.

It is intended that interviews will be held in London in mid-December short-listed candidates will be advised of the process. WorldSkills UK is committed to making appointments on merit by fair and open processes, taking account of equality and diversity.

