# Job Profile

Job Title: Content Editor

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Senior Editorial Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Content Editor helps people with sight loss to live they life the choose by bringing the work we do to life through copywriting, editing and content creation, with a focus on case studies. They produce and manage a library of diverse and engaging case studies for use by multiple teams, that reflect the work we do, the people who use our services, and the volunteers and staff that are at the heart of our work.

## Key Responsibilities

* Produce and manage a library of engaging and diverse case studies that help us promote our services and brand positioning, and reach and attract new supporters, service users, volunteers and staff.
* Work cross functionally across Guide Dogs, to identify case study needs and priorities.
* Responsible for establishing and maintaining a workflow to identify and create case studies and a process for uploading them to the media library, so that they can be used by multiple teams and be GDPR compliant.
* Create best-in-class, multi-purpose case studies comprising of written case studies, supporting photography and where appropriate, video.
* Ensure that all Guide Dogs case study content is accessible, on brand and of the highest quality and created in-line with the principle of ‘digital first’.
* N/A for use and ‘how’, in order to support teams across the organisation and equip them to tell a ‘broader than dogs’ story.
* Be the gate keeper for case study passwords and develop and maintain a process to ensure case studies are kept up to date and are not overused/ used inappropriately.
* Work with the Creative Services team to ensure that the replacement media library is fit for purpose, in relation to the storage and sharing of case studies and help develop and promote processes for storing and sharing these.
* Working with the Creative Services Team they will copyedit content and proof-read materials if required, providing advice on creating engaging, on-brand, on message and accessible content using our brand tone of voice as a guide.
* Arrange and oversee photography and video shoots to create engaging, on-brand case study assets that move people to action, with a focus on creating assets that can be re-used and that will work across multiple channels.
* Manage relationships with external suppliers, ensuring Guide Dogs gets the best value for money.
* Where necessary work with the content editors in the web team to ensure they write and create content for our website which is on brand and written in the correct TOV.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

#### Desirable

* Educated to degree level or equivalent experience gained through copy writing and editing.

## Job-Related Experience

#### Essential

* Proven experience as a writer or editor in a marketing, communications or journalistic setting.
* Proven experience of managing and delivering multiple projects simultaneously.
* A proven track record of producing high quality, effective branded content in a range of formats.

**Desirable**

* Proven experience in the production and post-production of video and photographic content of the highest quality – either, in-house or for an agency.
* Experience of managing suppliers.
* Experience working in the charity sector.

## Knowledge

#### Essential

* Knowledge of producing communications / marketing materials in accessible formats.

**Desirable**

* An up-to-date understanding of content management functions/systems in a large organisation
* Knowledge of the Third Sector.

## Skills and Competencies

#### Essential

* Demonstrates excellent written, communication and interpersonal skills.
* Proven organisational skills, able to maintain a number of projects simultaneously.
* Demonstrates an understanding of brand and its application to content creation.
* A full driving licence as the role requires national travel to sometimes remote areas.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

**Job Group (internal use only)**

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/EXRrucJgpPZHpBGAfu967AoBYTh1sPnexq9p1XwwWqA2wA?e=1yfoEG) to view the salary band.