



Creating a world of better opportunities

Job description

Content Development Executive

Hybrid - Stevenage

Fixed Term Contract

Grade 6

35 hours per week

Reports to: Brand Marketing Manager / Head of Operational Communications

Where the role fits

Brand and Content Team / Corporate Communications Team

Marketing and Communications – Engagement and Growth

Purpose of the role

As one of our Content Development Executives, you will be responsible for producing high-quality content that supports the goals of the brand, communications and wider marketing campaign teams. You will write, edit, and adapt content across multiple formats, including articles, social media posts, scripts and speeches, videos and case studies, ensuring each piece is on-brand and optimised for channel performance. This includes writing editorial, conducting interviews, developing case studies, and creating content for digital and print channels. Additionally, you will support the final delivery of assets by selecting images, executing basic design tasks in tools like Canva, and incorporating SEO briefs as applicable to enhance content reach and engagement.

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- **Content Creation:** Develop compelling content across various formats, including articles, blogs, case studies, newsletters, speeches, scripts, social media posts, and web pages.
- **Writing & Editing:** Write clear, engaging copy, and edit materials to ensure they meet brand guidelines. Ensure content is error-free, well-structured, and optimised for digital consumption.
- **Adapting Content for Multiple Formats:** Tailor content for different channels, adjusting tone and structure to suit platform-specific requirements.
- **Image Sourcing & Basic Design:** Source and edit images to complement written content. Undertake simple, template-based design tasks in tools like Canva to produce cohesive, visually appealing assets.
- **Working to Digital Content Briefs:** Create content that adheres to specific digital briefs, ensuring the inclusion of high-priority keywords for SEO and optimising content for search visibility and audience engagement.
- **Interviewing & Research:** Conduct interviews with a wide range of internal (inc. volunteers) and external stakeholders and perform research into potential people and topics to generate insights that can be transformed into impactful content.
- **Write for our Publications:** Contribute articles, interviews and thought-leadership pieces as required for use in our Member News and E+T publications.
- **Case Study Development:** Produce case studies by gathering information, interviewing members, partners and customers, and developing assets relevant to the delivery channel (e.g. magazine, blog, Q+A etc)

- **Collaboration:** Collaborate closely with the brand, communications, and wider marketing teams to ensure content is aligned with broader marketing strategies and is cohesive across all channels.
- **Content Planning & Calendar Management:** Contribute to content planning by brainstorming ideas, managing timelines, and ensuring consistent content delivery.
- **Performance Tracking:** Support content performance analysis, monitoring engagement metrics and identifying areas for optimisation and improvement.
- **Industry & Best Practice Awareness:** Stay current on content trends and digital best practices, continuously bringing fresh ideas and approaches to enhance the team's content.
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

Skills and experience required

- **Proven Content Creation Skills:** Experience in creating content across digital and print platforms, with examples showcasing your writing and editing abilities.
- **Writing & Editing Proficiency:** Exceptional writing and editing skills, with attention to detail and the ability to adapt tone and style to fit different formats and settings.
- **Creative curiosity:** An ideas person – able to take a marketing / communications goal and devise creative content applications to engage audiences and deliver on campaign objectives
- **Understanding of Digital Content Optimisation:** Knowledge of content SEO and the ability to write to meet digital content briefs, ensuring content includes relevant search terms and meets digital performance standards.
- **Basic Design Skills:** Ability to perform simple design tasks using tools like Canva, including image selection, editing, and template-based asset creation.
- **Interviewing & Research Skills:** Experience conducting interviews and / or gathering insights for content creation, with the ability to turn findings into engaging, well-structured narratives.
- **Organisational Skills:** Strong project management skills, with the ability to prioritise tasks, meet deadlines, and manage multiple content pieces in tandem.
- **Collaboration & Communication:** Ability to work well within a team and across departments, with clear communication skills for project coordination and stakeholder interactions.
- **Savvy with Digital Tools:** Familiarity with social media platforms and nuances, email marketing content best practice and basic SEO practices is highly desirable.
- **Attention to Detail:** High level of accuracy in content creation and final asset delivery, ensuring brand consistency and quality.
- **Adaptable & Proactive:** A proactive approach to learning new tools and staying updated on content and digital trends.

- The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.
- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.
- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department</i>	<i>ST, Head of Marketing and Communications</i>	<i>October 2024</i>
<i>Strategic People Partner</i>	<i>VD, Strategic People Partner</i>	<i>November 2024</i>

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handling, as well as current Healthy and Safety policies.