



JOB DESCRIPTION

Job title

Content Editor

Report to

Content Manager

Directorate

Business Services Directorate

Grade

TBC

Objectives of the job

- Create compelling, accessible, and unique website content
- Ensure all content is edited to style and standard of the BDA
- Approach projects creatively, with an understanding of user' needs
- Deliver content in various formats
- Work with the content manager to plan and deliver a calendar of high quality and engaging content that engages our members, while being of interest to a broader audience.

Main duties and responsibilities

- Research and produce blog posts, news articles and website copy to promote the BDA, and our core objectives and purpose
- Proofread, re-structure and edit articles by other content contributors
- Reframe complex and technical writing into accurate, accessible, and engaging content for all.
- Refashion current website content for consistency and standard
- Interview relevant stakeholders and write an engaging piece of content to reflect their thoughts and opinions
- Monitor quality control established by the content manager to ensure messaging is consistent and on brand, and that content is engaging
- Contribute to the monthly content planning meetings with reports and updates
- Make sure content is correct and approved by appropriate parties
- Generate new ideas around industry-related topics
- Collaborate with co-workers and come up with fresh, creative content ideas, keeping our audience in mind.



PERSON SPECIFICATION

The following skills and attributes are necessary:

- Strong copywriting, editing and proofreading skills
- Attention to detail
- Experience of developing content for websites and social media
- Understanding of content marketing and SEO
- Strong organisational and planning skills
- Ability to prioritise workload
- Demonstrable initiative with enthusiasm and creative flair
- Ability to work well individually and collaboratively as part of a team.

The following skills and attributes are Desirable:

- Proven experience as a content editor
- Experience planning video for web and social
- Demonstrable experience in a digital marketing environment
- Experience of working in a membership organisation.

November 2021