



JOB DESCRIPTION

Job title	Content Producer
Report to	Content Manager
Department	Content and Digital
Directorate	Business Services Directorate
Grade	AM2

Objectives of the job

- Create compelling, accessible, original, and unique content that helps the BDA get found via search engines
- Ensure all content respects the house style and standards
- Approach projects creatively, with an understanding of user needs
- Deliver content in multiple formats for different groups
- Work with the Content Manager and Marketing team to plan and deliver a calendar of high quality and engaging content for members and a broader audience.

Main duties and responsibilities

- Research and produce content to promote the BDA, and our core objectives and purpose
- Proofread, re-structure and edit content from other contributors
- Reframe complex and technical writing into accurate, accessible, and engaging content for all audiences
- Refashion current website content for consistency and standard
- Interview relevant stakeholders and create engaging content to reflect their thoughts and opinions
- Co-ordinate and ensure the timely delivery of content for member newsletters
- Monitor quality control established by the content manager to ensure messaging is consistent and on brand, and that content is engaging
- Contribute to content planning meetings with updates
- Make sure drafted 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 channels
- Demonstrable experience in a digital marketing environment
- Experience of working in a membership organisation.

February 2024