

# Content Manager

**Location:** Office based or remote - we are very open to flexible, hybrid and home-working (with some in person attendance and meetings at our office in Leeds).

**Accountable to:** Communications Manager

**Responsible for:** N/A

**Start date:** July 2023

**Hours of work:** 1.0 FTE with flexible and consolidate working arrangements available

**Contract:** Permanent

**Salary:** Band C: £27,720 - £31,500 per year, full time equivalent

**Purpose:** To have strategic oversight of content across all of the Student Minds websites, implementing good content governance, supporting colleagues to scope, develop and maintain inclusive, informative and engaging quality content. Empowering staff to take ownership through skills development and building a content community of practice. To work closely with the Digital Lead to support the evolution of the Student Minds digital estate and ensure the user is at the heart of all content decisions and management.

## About Student Minds

Student Minds is the charity for student wellbeing and mental health. We are passionate and dedicated to our mission, and to learning from and listening to students. With students at its heart, our purpose is to inspire and challenge higher education to create conditions where every student can thrive, belong and reach their full potential as active members of supportive and effective communities.

Every student is an individual with unique capacities and narratives, a combination of a number of identities. We will celebrate and support all students, while being ready to bring focus and amplify the voices of those whose wellbeing or mental health may be at risk through being marginalised or not sufficiently heard.

You can find out more about the [team at Student Minds on our website](#), and watch our latest [impact video](#).

## About the role

Student Minds has developed a range of content for students and members of the university and health communities in recent years. In particular through the development of [The Wellbeing Thesis](#) and [Student Space](#) we have learned more about how to approach content governance, user-testing and co-production with our communities.

Work on content management has been largely staffed in a part time and project by project capacity to date. As part of our annual staffing planning we have taken time to review whether this is an adequate allocation of time and resources and whether we have enough clarity on responsibilities. We recognise that as our digital products become more joined up through [our digital roadmap work](#), there is an increased need for a role responsible to coordinate and prioritise content updates and feature requests from teams. We are also committed to maintaining a steady flow of content for students through the Student Space programme.

We require a Content Manager that will have strategic oversight of content development and ongoing management across all of our websites. This is an exciting opportunity for someone with experience of content development and copywriting to manage the content of our main website and supporting sites, developing the people, processes and tools which will allow Student Minds to create empathetic, engaging, and informative content, tailored to our target audiences.

## Benefits

We want people to thrive at Student Minds; we believe you do your best work when you feel your best. As such, our team comes first and we are proud of our culture; we offer a supportive, flexible and enjoyable place to work.

As part of our staff team, the following benefits are available:

- Generous annual leave allowance - 25 days annual leave, plus bank holidays, plus a 2-week winter closure
- Flexible working - we encourage all employees to reflect on when and where they work best and how they need to fit work around caring or other commitments.
- Wellbeing is at the heart of what we do - we support staff to implement Wellness Action Plans and offer 10% of weekly working hours for you to invest in your wellbeing.

For other benefits and more information please see our [website](#).

## Values

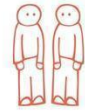
### collaborative

Teamwork and strategic partnerships help us to achieve better results.



We are respectful, supportive and inclusive.

### empowering



We invest in people, in the belief that they hold the key to effecting real change.

We listen to and mobilise the student voice.

## Student Minds' Values

### innovative



We strive for the best solution and the highest quality, using expert knowledge and evidence.

We learn from our ground-breaking research and data to develop and grow.

### courageous

We are willing to challenge the status quo and be decisive to shape a better future.

We are ambitious, optimistic and will push the boundaries.



## Key Responsibilities

### Oversight of Content Management

- Evaluate current content across Student Minds' digital estate, identify areas for improvement, establish clear ownership and avoid duplicate content.
- Work with colleagues to formalise Student Minds' flexible content development (and retirement) approach and principles
- Develop and oversee a 3-5 year content plan for Student Minds.
- Taking direction from the Digital lead, our strategy and operational plan, plan and review content annually with the team, aligning with our content governance approach and digital strategy.
  - Ensure a content plan has clarity about all content timelines and maps where applicable to the student journey.
  - Work with colleagues to ensure content is reviewed and retired on a timely basis
- Communicate and promote content development progress, emphasising how it supports our strategic goals.

## Student Space Content Management

Within the [Student Space](#) programme, the Content Manager will have the following specific responsibilities in addition to the oversight on content management above:

- Lead the coordination of the content development process, working closely with the Clinical Lead, Communications Manager, Insights Manager and other key stakeholders
- Act as the primary contact for clinical reviews of our content
- Communicate content updates to other members of the Student Space team and the Student Minds team
- Delegated responsibility for the Student Space content budget
- Plan and oversee the production of supporting media e.g. animations.

## Content updates and Infrastructure Management

- Manage uploading or editing of new content on relevant hosting platforms (e.g. websites, youtube, etc.)
- Map out and test user journeys when creating and updating new content on our websites
- Work with the Digital Lead and external agencies to align content development with web development processes, SEO and accessibility standards and the wider digital roadmap.
- Handle content migration projects if needed
- Work with the Communications Manager to ensure content goals support our communications goals
- Work with our anti-racism council to ensure our efforts to become a confident and courageous anti-racist organisation are embedded in our content approach

## User research and content testing

Strengthen the charity's user research and content testing capabilities to create a more engaging and effective user experience through understanding our audience's needs and preferences and utilising that knowledge to optimise our content. Achieve this through:

- Develop a comprehensive understanding of our target audience through user research, including interviews, surveys, and Google Analytics data analysis.
- Implement best practices in content testing, e.g. A/B testing, and user feedback collection.
- Analyse user research and content testing results to make data-driven decisions for content optimization.
- Share research findings and insights with the content team to inform content strategy and development.
- Continuously monitor and evaluate the effectiveness of our user research and content testing efforts, recommending improvements as needed.

## Management of internal content workflows and skills

- Attend meetings with teams and task groups to discuss, plan, review and schedule their content workflows and needs

- Support content owners with data collection, user feedback, and market audits to review and make decisions
- Support the development of content capabilities within Student Minds through coaching and skills support including:
  - Content writing skills and consistent tone of voice
  - Conducting user research and content testing
- Facilitate and support good working relationships between teams to support skills share and prevent siloed working including facilitating the development of a content community of practice where team members can share experiences, build trust, and enhance their skills.

## Management of external suppliers of content

- Manage the end to end process of content production by external organisations, professionals and student contributors.
- Work with colleagues to define requirements and expectations.
- Research suitable suppliers, organise meetings and manage contracts
- Ensure content meets clinical, accessibility, and user testing requirements.

## Other duties

- Stay current on trends in content design, mental health, and education, to inform content creation
- Complete other tasks as reasonably assigned by the organisation.
- Participate in testing and implementing new digital systems to improve efficiency and engagement.
- Attend regular team meetings with Student Minds colleagues
- Undertake training and attend conferences as appropriate
- Uphold equality, inclusion, data protection, safeguarding, confidentiality, and organisational policies.
- Work in a flexible way and undertake tasks to support Student Minds colleagues as required
- Contribute to the strategic decision making for the charity

## Person Specification

The successful candidate will have the following competencies and experience:

Criteria	Essential	Desirable
Commitment to Student Minds' vision and mission, passionate about mental health and wellbeing	X	
Knowledge of the mental health landscape in UK higher education and issues facing students generally	X	
Leadership / organisational abilities	X	

Comfortable switching between long-term strategic thinking and planning, and short-term execution	X	
Excellent relationship building and collaboration skills, able to work with a wide range of people with different expertise, build trust and support creative conflict and negotiation in order to get to the best outcome	X	
Excellent communication skills both written and verbal	X	
Excellent interpersonal skills and an ability to deal sensitively and diplomatically with people that have different life experiences and roles whilst facilitating important discussions and meetings	X	
Ability to coach and support others, explaining digital and technical information to colleagues using accessible language and supporting them to develop content development skills	X	
Experience of managing relationships with external suppliers or contractors including scoping work packages and ensuring work is delivered to specified quality standards and deadlines agreed	X	
Attention to detail and accuracy	X	
Ability to work using own initiative, and work in a fast-paced environment re-prioritising work schedules to suit the needs of the organisation	X	
The ability and willingness to be a champion for content within the organisation	X	
Commitment to our vision and values including our priorities of student co-production, inclusion and anti-racism	X	
An understanding of the principles of developing accessible, user-centred content for the web.	X	
Experience of working with and writing for different types of content including experience copywriting for web to different audiences	X	
A willingness to learn how to use new platforms, software and technology, including CMS and CRM platforms, and the initiative to seek out guidance and best-practice.	X	
Experience analysing results in Google Analytics		X
Knowledge of search engine optimisation (SEO)		X
Ability to manage sitemap/site structure and experience optimising website UX		X