



# A NEW DIRECTION

## Content Production Manager

**Are you an experienced content creator, who is passionate children and young people's opportunity to develop their creativity?**

**We are looking for a Content Production Manager to lead and enhance our digital platforms and communications to join our team.**

If you are interested and would like any of the application documents in a different format, would like any support with the process or have any questions, please email [recruitment@anewdirection.org.uk](mailto:recruitment@anewdirection.org.uk) or call 0207 608 2132.

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## About Us

A New Direction is an award-winning non-profit organisation generating opportunities for children and young people to develop their creativity.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and providing real and transformative opportunities - from childhood through school years and into employment.

Find out more about [what we do and our impact](#).

### Our Values




**Equity**



**Connectivity**



**Trust and Respect**



**Creative culture**



**Kindness**

We're a small, tight-knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

### Our Vision, Mission & Values

Our **vision** is for a world where all children and young people achieve their creative potential.

Our **mission** is to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

Our **values** are the DNA of our organisation. They run through everything we do – determining our activity, guiding the way we work and behave, and influencing decision-making at every level.

Find out more about [our values](#).

## About the Role

The Content Production Manager leads the development and maintenance of our digital platforms, ensuring accessible and inclusive communications. You will manage the creation and design of engaging digital and print content, maintaining brand consistency across all channels, and collaborate closely with the Marketing and Development team to tell our story. This role is pivotal in communicating and expanding our reach and impact, enhancing user experience, and fostering a strong online presence.

### As Content Production Manager, you will:

- Oversee and develop our websites, improve user experience, and manage platforms like Create Jobs and LookUp.
- Lead e-communications, social media campaigns, and content plans to engage audiences and grow our online presence.
- Produce and manage high-quality digital and print content, ensuring brand consistency.
- Champion accessibility and inclusivity in all communications.
- Collaborate with a team of passionate colleagues who share a vision for a world where all children and young people achieve their creative potential.

Please read the [job description](#) below for full details about the purpose, expected impact and core responsibilities of this role.

## Who we are looking for

### We're looking for someone who is:

- A **Clear and Effective Communicator** who can engage with diverse audiences through exceptional copywriting, proofreading, and editing skills.
- An **Experienced Content Creator with** a strong background in managing digital and print content, including web CMS, social media platforms, and brand management.
- **Detail-Oriented and Proactive**, capable of managing multiple tasks with minimal supervision and maintaining a high level of accuracy.
- **Tech-Savvy and Proficient in Adobe Creative Cloud** and Microsoft Office, with a good understanding of data management and UK GDPR guidelines.
- **Committed to Accessibility and Inclusion**, with a passion for creating content that is accessible to all and adheres to best practices in inclusive communications.

Please read the [person specification](#) below for full details about the skills, experience, and approach we are looking for.

**We welcome applications from people who have transferable skills and/or do not meet every skill requirement.**



## What we can offer you

We can offer you a flexible and supportive working environment, a friendly team, and a unique opportunity to shape a new role and make a difference.

**Contract:** 12-months, fixed-term.

**Hours:** Full-time (35 hours per week)

**Salary:** £37,950 per annum

**Employee benefits include:**

- 25 days annual leave per year with an extra day for each year of service up to 30 days (plus bank holidays).
- Training to support you in your job role and study leave up to 5 days per year.
- Access to our free and confidential Employee Assistant Programme, including free short-term counselling.

Find out more about our [employee benefits](#).

## How to apply

Full details of how to apply can be found on the [A New Direction Job Board](#).

**The deadline for applications is 11.59pm on Sunday 21 July 2024.**

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email [recruitment@anewdirection.org.uk](mailto:recruitment@anewdirection.org.uk) or call 0207 608 2132.

## Job Description

<b>Job Title:</b>	Content Production Manager
<b>Hours:</b>	Full-time (35 hours per week)
<b>Contract:</b>	12-months, fixed-term
<b>Salary:</b>	£37,950 per annum
<b>Reports to:</b>	Director of Marketing and Development

### Purpose:

- To lead the development, maintenance, and enhancement of A New Direction's website and digital platforms, ensuring accessible and inclusive communications, managing design and content, and maintaining brand consistency.
- To champion and implement accessibility and inclusivity in all digital content and communications, ensuring A New Direction's digital, print, and space communications are accessible to all while consistently applying robust data protection and safeguarding standards.

### Expected Outcomes & Impact:

- Accessible and inclusive digital content will expand our reach, making our mission and programmes available to a wider and more diverse audience and increasing engagement and impact.
- Effective website and digital platform management will improve user experience, driving higher engagement.
- Oversight improved brand consistency across all communications and effective asset management, ensures a consistent visual identity and reinforces our charity's recognition, services, and influence.

### Core Responsibilities:

#### Website and Digital Platform Management and Development:

- Management and development of AND's websites to improve user experience and functionality.
- Lead the development and maintenance of our digital platforms, including Create Jobs and LookUp.
- Implement user testing and feedback mechanisms to improve the overall user experience.
- Ensure accessibility and inclusivity in all digital communications and platforms.

#### E-Comms and Social Media:

- Oversee e-communications and newsletter campaigns, monitoring their effectiveness.
- Lead the development and roll-out of a content plan to engage identified audiences and drive online presence across all social channels
- Oversee social media and paid advertising to grow a consistent and impactful online presence.
- Collaborate with the Director of Marketing and Development to ensure a robust approach to digital content in the organisation's Marketing and Communications strategy.



**Design, Content, and Assets Management:**

- Lead the design of digital assets and printed publications, ensuring brand consistency.
- Commission and produce content, including blogs, social media content, films, and more. Collaborate with Marketing and Communications Manager to produce compelling and engaging assets for content and distribution purposes.
- Manage the documentation of content, including photography, film, audio, blogs, case studies, and more.
- Oversee asset management, including permissions and retention.

**Stakeholder Management:**

- Oversee online community management to engage and connect with our audiences.
- Ensure that communications effectively support stakeholder engagement and understanding of our mission and values.
- Support colleagues to have access to and awareness on how to use brand guidelines.

**Accessibility and Inclusion:**

- Prioritise accessibility and inclusivity in all communication and content creation efforts.
- Implement accessibility features across all communication channels and platforms.
- Stay updated on access and inclusion communications best practices and champion accessible and inclusive practices within the marketing and communications team.

**Brand Design and Visual Identity:**

- Collaborate with the Marketing and Communications Manager to manage and evolve A New Direction's brand identity and develop guidelines for consistent brand usage.
- Ensure that brand design and visual identity are effectively and consistently integrated into all content and materials.

**Data Protection and Safeguarding:**

- Collaborate with Marketing and Communications colleagues to ensure that all marketing and communications-related data handling and information management adhere to data protection regulations and A New Direction's data protection policies, maintaining the privacy and security of sensitive information.
- Collaborate with relevant teams to ensure safeguarding policies and practices are consistently applied in all communications.

**People Management:**

- Provide empathetic, clear, and supportive line management to Communications Officers, Coordinators or Assistants as required, fostering a positive working environment and supporting their well-being and professional learning and development.
- Support and manage the work of staff, freelancers, consultants, or partners as required.

- Support the effective implementation of HR policies and procedures, including recruitment, performance management, and employee development, to maintain an equitable, accessible, and inclusive working culture aligned with A New Direction's values.

**Working Culture and Living Our Values**

- Everyone who works at A New Direction is expected to adhere to our policies and procedures, work in a way that is aligned with our values and contribute to creating an inclusive and welcoming working environment.
- Take personal responsibility for ongoing learning and professional development to enhance job performance and stay updated on relevant legislation and industry best practices.
- Contribute to developing and implementing A New Direction's Living Our Values Action Plans, including Accessibility, EDI, and Environmental Responsibility.

**Undertake other duties which may reasonably be required.**

**Special conditions:**

This role is open to hybrid working.

It is likely that on occasions, this role will be required to work unsocial hours, including evenings and weekends. We operate a TOIL (time off in lieu) system.

# Person Specification

We are looking for someone with the following skills and knowledge, experience, and approach:

<b>Skills &amp; Knowledge</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>→ Communicate clearly and effectively with people from a wide range of backgrounds in different settings through words and design.</li> <li>→ Manage their own time, work independently, and prioritise a range of tasks with minimal supervision.</li> <li>→ Work accurately with a high level of attention to detail.</li> <li>→ Excellent copywriting, proofreading, and editing skills.</li> <li>→ Strong IT skills, including proficiency in Adobe Creative Cloud (particularly Photoshop and InDesign), a good working knowledge of Microsoft Office applications.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>→ Knowledge of data management using a database or CRM system.</li> <li>→ Ability to oversee and support others' work and delegate.</li> <li>→ A strong understanding communications accessibility requirements and best practice.</li> </ul>
<b>Experience</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>→ Managing and producing impactful digital and print content creation.</li> <li>→ Working with web Content Management Systems and social media platforms.</li> <li>→ Brand management and implementing brand guidelines effectively.</li> <li>→ Analysing audience data to inform campaign planning with Google Analytics and social media analytics.</li> <li>→ Using email marketing tools (e.g., Mailchimp, Sprint Education) and social media scheduling software (e.g., Sprout Social, Hootsuite).</li> <li>→ Working with multiple stakeholders and contributors to keep content and marketing calendars and projects on track.</li> <li>→ Managing data in line with UK GDPR guidelines.</li> <li>→ Overseeing and managing budgets.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>→ Implementing and/or contributing to the development of content, marketing, or communications strategies.</li> <li>→ Experience or working knowledge of SEO (such as key words on websites, Eventbrite, Vimeo, YouTube) and paid advertising.</li> <li>→ Experience providing clear and supportive line management, fostering a positive working environment.</li> </ul>
<b>Approach</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>→ Displays a strong empathy with the values and vision of A New Direction</li> <li>→ Works with, manages and supports others in an open and approachable manner.</li> <li>→ Enjoys working as part of a team and works well collaboratively with others</li> </ul>



	→ Committed to working in an environment which values and celebrates diversity
	<b>Desirable:</b> → Focused on outcomes and proactive in problem-solving → Takes a flexible and adaptable approach to work → Understands and can demonstrate a commitment to the value of creativity

**A New Direction is committed to equal opportunities and values diversity in its workforce.**

**A New Direction is committed to implementing safeguarding through safer recruitment.**

All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references, and be eligible to work in the UK.

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