

Job Description

Content Manager

Role Details

Role title	Content Manager
Department	Marketing Communications
Reports to	Director, Communication and Insight
Line manager for	N/A (NB not at this stage)

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is to drive change for the future. To be the trusted voice of a distinct profession recognised, beyond the built environment, for its ability to enable people to transform organisations and their performance.

Mission

We empower professionals to upskill and reach their potential for a rewarding, impactful career. We do this by advancing professional standards, offering guidance and training, developing new insights and sharing best practice.

The company has a strong culture based on our values

- *Confident and Bold*
- *Human and Inspiring*
- *Knowledgeable and InSync*
- *Active and Energetic*

Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer, Good Business Charter employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

How the role supports the vision and mission

Key strands of IWFM's strategy are to:

- Develop the workplace and facilities management (FM) profession
- Build an engaged, aligned and active community
- Demonstrate FM's impact and ensure that its contribution, including to business performance, is evidenced and recognised
- Enhance recognition of the profession and IWFM within the sector and beyond
- Build capability to enable growth

Creating and publishing high quality engaging content is a core aspect of the business strategy. The Content Manager is responsible for the timely production of such content for use in marketing and communication campaigns, on the website and Facilitate magazine.

The role has a key role to play in achieving the following strategic shifts

- Growing our share of voice in areas we want to be known
- Moving from fragmented to integrated marketing
- Singing with one voice
- Optimising IWFM's brand

Our Insight function in combination with Marketing Communications plays a critical part in forming, authenticating and distinguishing IWFM's voice. The Content manager sits at that key intersection.

Key Accountabilities

- Shaping and maintaining IWFM voice and brand
 - Deliver a constant and relevant voice, promoting key messages using a range of assets, including written word and images (still and moving).
 - Develop, oversee and edit engaging content in IWFM tone of voice for campaigns, presentations, reports, articles and blogs.
 - Write content for the website that is search engine optimised, using keyword analytics.
 - Ensure all content is accurate, professional, in the right tone of voice and meeting brand guidelines
 - Embed and maintain tone of voice principles and guidance
 - Optimise dynamic and persona-led content, adapting for different audiences and channels
- Creating a content strategy with key themes and relevant research initiatives
 - Ensure strategy considers positioning, core themes and key messages, developing and promoting content from IWFM's insight programme (including content partnerships).

- Harvest and hone IWFM positions on key issues
- Work with campaign managers and colleagues to provide high quality content, appropriate for campaign, channel and audience, that meets marketing and campaign objectives.
- Manage an editorial and content calendar and work closely with Marketing Services to ensure communications are optimised and content is developed to hit deadlines
- Review owned content channels for alignment and consistency
 - Manage the relationship with Facilitate (Institute magazine) support and optimise the production of content.
 - Monitor the content used by regions, SIGs and Networks, and ensure it meets IWFM standards.
- Always seek to identify more innovative ways of working that create increase effectiveness
 - Use data analytics and reporting to improve campaign performance through more engaging content.
 - Develop processes and policies for content marketing at IWFM.
 - Advise on and evangelise the use of the latest content marketing trends.
 - Promote content marketing best practice to colleagues.
- Support the development and execution of an engagement plan with prioritised market segments and channels

Professional Qualifications, Accreditations and Experience

- Exceptional writer with at least three years' experience writing for marketing. Committed to continuous professional development.
- Educated to degree level with relevant qualifications.
- Technically literate within Microsoft Office.
- Experience in a professional body, membership organisation or training company is an advantage.
- English language is essential.

Technical Skills

- Excellent copywriter for a variety of channels and audiences
- Understand and optimise dynamic and persona-led content, ranging from introductory to strategic
- Creative mindset with an understanding of how to bring ideas to life through words and pictures
- Project management capability, managing multiple stakeholders
- Focused on quality, accuracy and attention to detail
- Exceptional communication and team-working skills with the ability to multi-task and prioritise
- Analytical with strong ability to process and interpret marketing data.

- Ability to produce high quality and professional visual communications.

Behavioural Skills

- Corporate citizen. Puts the needs of IWFM Team first
- Self-motivated, driven and able to work independently and a clear focus on quality
- Innovative thinker, creative by nature and willing contributor
- Takes responsibility and acts and communicates with confidence, including under pressure
- Empathic communicator, able to see things from the other person's point of view
- Flexible and responsive approach: can-do attitude, inspiring others
- A natural forward planner who critically assesses own performance.
- Supportive and behaves consistently with clear personal values that complement IWFM.
- Mature, credible, and comfortable in dealing with senior executives.
- Reliable, responsible, tolerant, and determined.

Key relationships

- Marketing Services Manager | Campaign managers
- Head of Policy and Research
- Editor, Facilitate Magazine
- Directors of Membership and Partnerships; Strategic Engagement

Contact us

Any queries about the contents of the job description please contact: HR@iwfm.org.uk