

Job Description

Content Manager

Role Details

Role title	Content Manager
Department	Marketing Communications
Reports to	Head of Marketing
Line manager for	N/A
Salary	< £45,000 (with the right skills and experience)

Vision and Mission

As the pioneering workplace and facilities management body, our vision is one where every workplace delivers. To be the trusted voice of a distinct profession recognised for its ability to enable people to transform organisations and their performance.

Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

The Institute has a strong culture based on our values

Confident and bold | Human and inspiring | Knowledgeable and in sync | Active and energetic.

Social impact

We are a Disability confident, Investor in People accredited, Living Wage employer. We offer charity days, paid for social events and work to reduce our impact on the planet.

How the role supports the vision and mission

The Content Manager is a lynchpin role in the marketing operation and this is a busy full time role.

You'll play a key part in the implementation of a new content marketing strategy aimed at creating value for IWFM members and customers and driving business growth, including new member acquisition and developing strategic relationships with organisations.

Foregrounding our global Professional Standards Framework (PSF) and leveraging IWFM's unique insight and thought leadership you'll ignite excitement in our brand. You'll boost its authority, connect it to new and existing audiences and make it widely and exclusively synonymous with independent thinking and professional excellence in workplace and facilities management.

Taking primary responsibility for connecting content to campaigns you'll help position and market IWFM's products and services to key audiences via digital and traditional media. Content will be engaging, high quality, timely and relevant. It will cut through.

You'll use content marketing methods and the latest tools to deliver impact. You'll work closely with the Digital Executive to align across channels and platforms and you'll lead the day to day relationship with IWFM's content partner. You'll use data-based evaluation to improve continuously.

You'll play a critical part in achieving the following strategic shifts

- Moving the focus from product to audience
- Moving from fragmented to integrated multi-channel campaigning, driven by data
- Engaging more with organisations
- Growing IWFM's share of voice in areas we want to be known, led by unique and proprietary insight
- Making our content work smarter and harder
- Optimising the IWFM brand, increasing recognition
- Optimising commercial success across the piece

You'll be passionate about content, its power and potential.

Key Responsibilities

- **Shaping and maintaining IWFM voice and brand**

- Deliver a constant and relevant voice, developing and promoting key messages to key audiences using appropriate channels (owned | earned; traditional | digital) and tactics.
- Hone IWFM positions on key issues, working with the Research and Insight team.
- In tandem with campaign managers, develop persona-led content in all formats that is engaging and dynamic and appropriate for audience, product and channel.
- Support the Digital Marketing Executive to
 - Optimise IWFM website discoverability and content findability, including against competitors.
 - Ensure written and edited content for website and campaigns is regularly maintained and search engine optimised using keyword analytics.
 - Increase engagement from social media (organic and paid for), including exploring new channels.

- **Deliver a content strategy with key themes and relevant research initiatives**

- Ensure strategy considers audience, positioning, core themes and key messages, developing and promoting content from IWFM's insight programme.
- Work with insight colleagues and campaign managers to provide high quality content, appropriate for campaign, channel and audience, that meets IWFM commercial and strategic objectives.
- Develop and optimise campaigns backed by strategic content partnerships shaping outputs, promotions and reporting that
 - Optimise IWFM as a thought leader,
 - Deliver for IWFM audiences and
 - Meet partner expectations and obligations.

- **Shape and implement a 'gating' strategy for IWFM content that**

- Supports the IWFM growth strategy
- Is supported by internal stakeholders and IWFM's content partner

- Supports an enhanced membership proposition and impacts retention positively
- Supports new member acquisition
- Promotes the new PSF and compliments the training offer
- **Optimise owned content channels for relevance, alignment and consistency**
 - Work closely with Marketing Co-ordinator, Digital Executive and Facilitate Magazine Editorial team to ensure communications are
 - Leading, well planned and timely
 - Promote campaign objectives,
 - Optimised across content channels,
 - Optimise organic approaches.
 - Day to day manage the relationship with Facilitate to optimise content, supported by Marketing Co-ordinator and aligned to campaign objectives and outcomes.
 - Ensure content used by regions, SIGs and Networks is IWFM optimising and aligned.
- **Uphold standards and quality assurance| continually innovative ways of working to increase effectiveness**
 - Set, embed and uphold standards to ensure all content is accurate, professional, in the right tone of voice and on brand.
 - Use, advise on and evangelise use of the latest content marketing and content creation tools (including AI) and trends.
 - Use data analytics and reporting to improve campaign targeting and performance through more relevant and engaging content.
 - Promote content marketing best practice to colleagues.

Professional Qualifications, Accreditations and Experience

- Exceptional writer for a range of channels, audiences and products – in ‘charitable’ and ‘commercial’ contexts.
- Strong journalistic | storytelling instincts.
- Degree level in a relevant subject with at least three years’ experience in a marketing environment.
- Experience of content marketing methods and working with partners on content based outputs.
- Committed to continuous professional development.
- English language is essential.
- Experience in a professional body, membership organisation or training company and/or interest in workplace and facilities management | workplace experience | the built environment an advantage.

Technical Skills

- Technically literate within Microsoft Office and with CMS.
- Can understand and optimise dynamic and persona-led content. Can produce high quality and professional visual communications. Conversant with content creation tools.
- Creative mindset. Proven ability to tell compelling stories through multi media.

- Focused on quality, accuracy and attention to detail
- Analytical. Hungry for and proven ability to identify, process, interpret and act on relevant data.
- Project management capability, managing multiple stakeholders
- AI curious

Behavioural Skills

- Corporate citizen. Puts the needs of IWFM Team first
- Exceptional engagement and team-working skills. Can multi-task and prioritise without waiting to be asked or tasked. Responsible.
- Self-motivated, driven and able to work independently and a clear focus on quality
- Innovative thinker, creative by nature and willing contributor
- Acts and communicates with confidence, including under pressure
- Flexible and responsive approach: can-do attitude, inspiring others
- A forward planner who critically assesses own performance and positively influences others.
- 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

Director of Communication and Insight
 Marketing Co-ordinator | Campaign managers | Digital Marketing Executive
 Head of Policy and Research | Head of Training and Qualifications | other CVP owners
 Editor, Facilitate Magazine
 CEO | Director of Membership and Partnerships | Director of Strategic Engagement

Contact us

IWFM supports fully remote working.

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