

Digital Content Producer (Copywriting Specialist)

CAP celebrates the value of diversity and our aim is for our workforce to be as inclusive as possible as well as representing the communities we serve. With this in mind, we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are committed to continue building an environment that embraces diversity and includes all.

Context:

The Digital Engagement team owns and optimises CAP's digital engagement products and channels. Users drive our decisions and data informs our designs. We create first-rate digital campaigns for a wide range of audiences across the charity, whilst striving for our evergreen content to be the strongest it can be. Our versatile skills and expertise span the digital space from website optimisation and UX design, through to social media, SEO, email marketing and beyond.

The Digital Engagement team is part of the Communications & Digital Engagement directorate.

Purpose:

The Digital Content Producer writes engaging copy that meets the varied needs of the charity across CAP's digital channels. This includes creating marketing emails, blogs, social media campaigns, web pages and other digital content. This role plays a key part in ensuring CAP's digital communications to supporters and clients are engaging and relevant.

Passion:

Solving problems and bringing digital ideas to life is our bag. We're passionate about creating exciting and cutting-edge content to communicate the message of CAP to our growing digital audiences. We want to understand what makes people tick, whether they're supporters, churches, service users, press or the finance industry.

Personality:

We thrive on continuous learning, skill development, and knowledge sharing to create a highly collaborative environment and valuable solutions that motivate and engage CAP's digital audience.

Role:

Accountabilities:

Take a look at what your day might entail:

- Write creative, engaging and persuasive copy for use across our digital channels to supporters, which is vital for supporters to feel part of CAP and inspired to give.
- Write creative, engaging and persuasive copy for digital outputs aimed at service users and other audiences as required.
- Edit and proofing digital copy for editorial, promotional and factual use.
- Collaborate with other members of the Digital Engagement team to create and publish digital campaigns and content.
- Collaborate with Digital Content Producers to identify potential blog content, writing content for blogs, and engaging with guest blog writers.
- Collaborate across teams to develop paid social ad campaigns, briefing other teams on creative direction, writing copy, and engaging with key stakeholders.
- Collaborate with and advise teams across the charity (Fundraising & Supporter Development, Church Marketing, External Affairs) to help them achieve their aims through engaging digital content.
- Use CAP's preferred CMS to populate the website with content.
- Use CAP's preferred email marketing system to create and distribute emails to supporters.
- Work with the Brand Strategy team to ensure content is effective, persuasive and in line with CAP's messaging and tone of voice.
- Champion good practice in SEO, UX and other aspects of digital copywriting.
- Ensure that content tracking is set up correctly to enable effective reporting.
- Measure and report on digital metrics to measure effectiveness of outputs and testing, identify opportunities and areas for improvement, and use data to tell compelling stories and deliver key insights.
- Review effectiveness of content across digital channels, acting on insight gained from data and reports.
- Source, prepare and use multimedia elements on CAP's digital platforms.
- Ensure your knowledge of change and developments in the use of digital content remains current.
- Conduct interviews with staff, supporters and others as required.

Measurable outputs:

- 95% of assigned projects delivered to agreed schedule.

- Work meets the required high standard
- Projects organised in an efficient and coherent manner, resulting in the achievement of agreed deadlines and targets.
- Campaign goals met through effective and engaging digital content.
- Effective and insightful reporting on key metrics (e.g. email open rates and click-throughs, blog views and shares).

Other responsibilities include

- Being willing to pray with staff
- To encourage friends, family and other contacts to support the charity through the Life Changer programme, and other fundraising initiatives.
- Attending annual CAP staff conferences.
- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.

Person

Education

- A levels or equivalent

Experience

- **Essential**
 - SEO experience
 - Experience of creative and/or persuasive writing
 - Experience of using website CMS
 - Experience of data reporting
 - Experience of working to a tight deadline
 - Experience of working as part of a team
- **Desirable**
 - Experience in Pardot email marketing system

Skills and abilities

- Excellent written communication skills

- Able to understand the unique needs of different audiences
- Able to write creatively and persuasively
- Excellent command of English grammar and spelling
- Basic photography and digital editing skills
- Able to learn and use basic digital marketing techniques
- Able to prioritise time, tasks and attention effectively
- Proactive in initiating ideas
- Able to work independently on set tasks
- Able to collaborate effectively with team members, partner teams, and key stakeholders across the organisation.
- Able to confidently use data to extract key insights and tell compelling stories.
- Flexible
- Personable and friendly
- A love for detail and excellence

Christian commitment

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of own personal faith and in line with CAP's Statement of Faith.

All adults working in or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.
- Following the CAP *Safeguarding policy* in addressing any concerns appropriately.

November 2023