Job Title Content Design Manager

Salary Grade 7 (£40,500 to £45,000)

Location SCVO staff are currently working from home. When our offices reopen, this post could be based from Edinburgh, Glasgow or Inverness

Duration 2 years (fixed term)

1 Introduction and background

SCVO believes the voluntary sector is vital to Scotland’s economy and society. We support the sector to achieve its ambitions through delivering services, giving the sector a voice at a national level and promoting and supporting innovation and improvement. Our purpose, therefore, is to support, promote and develop a confident, sustainable voluntary sector in Scotland.

Our values are the foundation of how we act individually and collectively as SCVO staff members. We are:

* Accountable and committed
* Responsive
* Supportive
* Progressive
* Bold

Equality, diversity, and inclusion at SCVO

SCVO wishes to increase the diversity of its staff and welcomes applicants from all communities, particularly from people with disabilities and people from black and minority ethnic communities, currently under-represented within SCVO. SCVO offices are currently closed, when open they are fully accessible.

SCVO offers flexible working from day 1 of employment, including part-time working or job sharing as well as other flexible working options. If you would like a copy of SCVO’s equality, diversity and inclusion policy, please contact hr@scvo.org.uk or 0131 474 8004.

2 Job purpose

Following an extensive review, we are making changes to our Support Services. We have a clear strategy to modernise our offer and develop our content, learning opportunities and 1-2-1 support. We help voluntary organisations in Scotland to:

* set up or wind up an organisation
* solve problems they face running their organisation
* run effective, compliant and sustainable organisations

Our digital content sits at the heart of this strategy, and we know that we need to make it more user-centric and accessible. We are therefore investing in this new role of Content Design Manager to create a step-change in the way we understand and respond to the needs of our users.

This is a unique chance to join an ambitious organisation at a time of opportunity and change. You will break new ground and have impact across the sector, working with creative colleagues and subject matter experts. In doing so, you will further your own profile and career. You'll also help improve the resilience and effectiveness of voluntary organisations across Scotland for years to come.

3 Person specification

The post holder will be expected to demonstrate the following range of skills and experience on a regular basis:

**Essential**

* Experience of developing and managing content production processes, standards and guidelines. Ensuring quality, success and brand integrity in published content across multiple teams.
* Experience of producing digital content, with proven ability of creating content that is accessible and usable for the end user.
* Experience of managing a multi-disciplinary team, excellent people management skills – including coaching and mentoring approaches and including experience of managing a team through a change process.
* Proven experience working with subject experts on complex topics, such as charity law, to develop user needs statements and create accurate and tailored content.
* Experience of being responsible for the quality of the work of others and providing constructive feedback on their work.
* Knowledge of success measures for engaging digital content, and proven ability to set and use relevant key performance indicators (KPIs) to drive continual improvement and demonstrate value.
* **Excellent relationship management skills to** identify, analyse, manage and monitor relationships with and between stakeholders, including other sector support organisations.
* Strong values, aligned with SCVO’s

**Desirable**

* Broad knowledge of Scottish voluntary sector, and the challenges faced by community groups, charities and social enterprises.
* Knowledge and experience applying a range of business models to commercial content, including licensing to external stakeholders and developing gated or exclusive access to key customers.
* Experience of developing engaging learning experiences with interactive content, and evidence of users achieving learning outcomes.
* Experience of working in and/or an understanding of the Scottish voluntary sector

4 Key accountabilities

Managing a small team of information officers, this post will develop our content strategy and processes – finding the right content solution to meet business and user need – and using metrics to demonstrate its value to the organisation.

Working closely with colleagues in marketing and web services, the content designer will develop a pattern library and various content types. They will educate colleagues around the organisation on the benefits of good content design, and how it can help them achieve their own and organisational objectives.

As the ideal candidate you will have extensive experience developing effective digital content across a range of platforms in response to user needs. You will have experience of managing change, and upskilling subject experts to follow good content design principles and processes. Ideally you will have good working knowledge of the Scottish voluntary sector, and the challenges facing charities, community groups and social enterprises.

In short, you have everything it takes to champion the needs of users and turn them into easily digestible, scannable and actionable content.

5 Other duties

Any other general duties as may be required by the line manager.

6 Location and accountability

SCVO staff are currently working from home. When our offices reopen, this post could be based from Edinburgh, Glasgow or Inverness. The post holder will report to Beth Mukushi (Head of Support Services).

7 Further Information

Informal discussion of this position is welcome. Potential candidates looking for further information should contact Beth Mukushi, [beth.mukushi@scvo.scot](mailto:beth.mukushi@scvo.scot)

8 To apply

Please e-mail your application to [recruitment@scvo.org.uk](mailto:recruitment@scvo.org.uk) by 12 noon on the closing date.

Closing date: Monday 21st June 2021

Interviews: Monday 28th and Tuesday 29th June 2021

9 Major terms and conditions

A full package of Terms and Conditions is available. Key features include:

Salary: SCVO Grade 7 (£40,500 to £45,000)

Annual leave: 28 days plus 6 public holidays (prorata)

Cost of living increases: on 1 April each year

Pension: SCVO offers a Defined Contribution Pension Scheme   
to its staff. Employee contributions are 6% or 3%, SCVO contributes 9% or 4.5%. A salary exchange option is available.

Probationary period: 6 months

Hours: 35 hours per week

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