



Job Description

Post: Digital Content Writer and Editor
Hours: 18 hours per week. Flexible working requests considered
Salary: OPFS Scale points 13-17 £25,111 - £30,691 for full time, £12,914 - £15,784 pro-rata for 18 hours.
Location: Home-based & OPFS Edinburgh office. With some occasional travel to the other OPFS locations.
Reports to: Digital and Communications Manager
Department: OPFS Digital and Communications Service

Values: Justice, Equity, Trust, Collaboration and Compassion.

Overview

We are looking for a positive, creative, and self-sufficient writer to support the development, writing and editing of OPFS digital content. You will work within the Digital and Communications team. You will also work with Advice Workers within the Advice and Information Service team to support the development of their knowledge base, share your research findings, and develop support and advice content for single parents.

All roles at OPFS contribute to our mission of working with and for single parent families, providing support that enables them to achieve their potential and helping to create lasting solutions to poverty and barriers facing single parents and their children.

One Parent Families Scotland

One Parent Families Scotland is the leading charity working with single parent families in Scotland. Building on 80 years of advocacy and service-delivery expertise, OPFS provides expert information, advice, and support for single parent families, along with training activities, employability programmes. OPFS campaigns with parents to make their voices heard to change the systems, policies and attitudes that disadvantage single parent families. Our vision is of a Scotland in which single parents and their children are valued and treated equally and fairly.

Overall Purpose

- Shared editorial responsibility for advice content produced by the OPFS Advice and Information Service for the OPFS website.
- Collaborating with the Advice and Information Service to research, develop, and write [OPFS digital family support content](#).
- Developing, researching, and writing content for the [OPFS My Life and Me website](#).
- Working with the Digital Communications Team to produce content across all digital channels.
- The post holder will also work to [The Scottish Approach to Service Design](#) methodology, empowering stakeholders (primarily single parents) to actively participate in the design and delivery of our content.

Specific Responsibilities include

- To develop, research and write accurate and relevant digital advice content aimed at single parents, produced to a high standard of accuracy and consistency.
- To lead on identifying single parent advice content needs by analysing data gathered, user feedback, user testing, Google Analytics and other engagement with stakeholders, in collaboration with the OPFS Digital Communications team.
- To ensure relevant content is available on time on the website(s).
- Verify content and information before publishing.
- To liaise with local OPFS regional co-ordinators and Heads of service around their advice content and information needs.
- To support on the development of a mechanism to involve single parents in evaluating our online advice content performance and make any resulting recommendations for improvement.
- To ensure all advice content complies with the OPFS brand and style guidelines.
- To work with the Digital and Communications team to make recommendations for strategic planning purposes for content improvements.
- To be able and willing to use project management tools to plan work, such as Microsoft Planner.

Corporate Responsibilities include

- A commitment to the work of OPFS and our vision and mission.
- Able to work confidentially in a digital environment, including standard Microsoft office software packages and cloud-based CRM databases.
- To take a flexible approach to work and duties within your range of responsibility and carrying out other duties as directed by Managers.
- To actively contribute to organisational cohesion, encouraging cross-team working, and a positive problem-solving approach.
- To work in line with OPFS's values and Code of Conduct.
- To take personal responsibility and ensure compliance with corporate policies including safeguarding, confidentiality, health and safety and data protection.
- To champion and promote equal opportunities and diversity both in your area of work and the wider organisation.
- To ensure single parent voices and experience informs the design and development of your work where appropriate.

Personal Specifications

Essential

1. Experience of researching, writing, and producing online written materials to suit the needs of a target audience, preferably around benefits and finance issues.
2. Impeccable use of grammar, punctuation, and spelling.
3. Copywriting and proofreading skills.
4. An understanding of digital writing best practice including accessibility and usability.
5. Awareness of content design approaches to writing web content.
6. Ability to demonstrate an understanding of and empathy with the issues and barriers faced by single parents.
7. Ability to interpret information from various sources to summarise complex information in lively, compelling text, without close supervision.
8. Strong IT skills (including Word, Excel, Outlook, Office 365).



9. Able to use digital communication tools like Slack, Zoom, Teams and project management tools like Microsoft Planner. Some experience using Google Analytics.
10. Excellent communication skills to communicate with stakeholders in a clear, meaningful, and effective way within a positive and collaborative approach to work.
11. Ability to be flexible, respond positively to change, work effectively under pressure, deal with conflicting priorities, manage own workload, and schedule work to meet deadlines.

Desirable

1. Knowledge of the UK system of welfare benefits and tax credits, Scottish social security benefits, some awareness of child maintenance and Scottish family law, and an understanding of relevance to single parents.
2. Experience working in a client-focused environment, preferably in an advice information service such as a Citizens Advice Bureau or similar.
3. Experience of assessing data and user testing to identify areas for improvement.
4. Experience of working in advice service responding to client enquiries and providing advice and information.
5. Knowledge and experience of using WordPress - web content management system and Hotjar.
6. Knowledge and experience of auditing and re-purposing online content.
7. Experience of co-producing content with various stakeholders.

Terms & Conditions

1. **Period of appointment:** Fixed term contract until 31 March 2025 Confirmation of appointment is subject to the satisfactory completion of a 3-month probationary period and receipt of references and Standard Disclosure check.
2. **Salary:** OPFS Scale points 13-17 £25111 - £30691 for full time £12914 - £15784 pro rata for 18 hours.
3. **Hours of work:** 18 hours per week, days to be agreed with the Manager.
4. **Holidays:** Annual leave entitlement is 25 days and 12 Public holidays, 133.2 hours, pro rata for 18 hours per week. An additional 18 hours, (pro rata equivalent of 35 hours) is added after 5 years' service.
5. **Pension:** You will be auto-enrolled from your start date. OPFS pays 7% of your salary, and you pay a minimum of 3%.
6. **Training and support and supervision:** You will receive induction training and frequent support in the first three months. After that, you will receive individual support and supervision and annual appraisals. Regular team meetings will be held, and staff have access to internal and external training.
7. **Equal Opportunities and Family-Friendly Employment:** OPFS aims to be an equal opportunity and family-friendly employer. OPFS has Investors In People status.
8. **Recruitment Timetable:** Closing date 19th August. and interviews to be held week beginning 26th August. Please email your completed application to jobs@opfs.org.uk.

The job description is a broad picture of the post at the time of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time.