

## Candidate information pack: Senior Content Manager (2-year contract)

### Context & Purpose

Leading on a two-year project to integrate and redevelop our web presence, this role will manage the creation and curation of digital (web and email) and print content, so we are accurate, user-focused and evidence-based. A key role in our Communications and Engagement team, this person will report into the team Director and will work closely with all areas of the organisation.

### Reports to

Director of Communications and Engagement. Manages the Web and Digital Projects Manager.

### Responsibilities

- Manage the design and creation of accessible, multi-lingual and user-centred on- and offline content for Meningitis Research Foundation.
- Own the Meningitis Research Foundation and Confederation of Meningitis Organisations (CoMO) content library, curating it to ensure accuracy, relevance and ROI.
- Project lead the Meningitis Research Foundation and CoMO web redevelopment project, from supplier selection to launch. Includes bringing our two separate websites into one reimagined, on brand, user-centric site.
- Evaluate and overhaul the Meningitis Research Foundation and CoMO content management process and architecture – mapping, standards, documentation, monitoring and evaluation. Includes developing a library of standard operating procedures and taking ownership for ensuring these are consistently implemented across all teams.
- Support teams across the organisation to deliver accessible and user-centred content, meeting user needs and maintaining consistent standards (including WCAG for accessibility and on-page SEO best practice).
- Manage the internal and external health information review process, to ensure representative user insight is a core guide.
- Work with all teams to design and iterate content (including multi-lingual), in-line with brand standards, including on tone of voice.
- Manage the Website and Digital Project Manager, including supporting on developing our websites road map, managing our external suppliers and guiding on prioritisation.
- Within the communications and engagement team, act as the final content check point for all website and email content to ensure standards are consistently applied.

### Experience

All applicants must have recent and relevant experience in the following areas:

- Managing online content, including best practice on accessibility, SEO and UX.
- Project management, including stakeholder engagement (internal and external).
- Taking content ideas from concept to launch, evaluation and optimisation, including style and format.
- Excellent attention to detail, with strong writing and proofing skills.
- Agency selection and management.
- Most importantly, you must have a track record of showing substantial, sustained growth in digital content use because of your ability to shape, manage and deliver engaging, accurate, on-brand informational content.

## Location

Remote or hybrid (Bristol office).

## Annual salary

£40,000 - £44,000 per annum FTE, dependent on experience. Includes 2% employee pension contribution + 6% employer pension contribution. Paid in arrears on or around 25<sup>th</sup> of each month.

## Contract type

Two-year fixed term. This post is currently funded from reserves. If funding allows, the post could be made permanent following the end of this contract.

## Hours of work

36.25 hours between 8.00 am to 6.00 pm Monday to Friday (open to flexibility on hours). Occasional unsociable hours.

## Annual leave

25 days + statutory & public holidays. The charity's holiday year runs from 1<sup>st</sup> April to 31<sup>st</sup> March.

## About Meningitis Research Foundation

Meningitis Research Foundation is an international health charity headquartered in the UK, driven by a passionate mission to prevent the devastating impact of meningitis. Founded by individuals whose lives were profoundly affected by meningitis, we are dedicated to enabling positive change by uniting people and knowledge to save lives.

The Confederation of Meningitis Organisations (CoMO) is our worldwide network of people and groups who are driven by a shared purpose to defeat meningitis. By coming together to share their diverse experience and expertise, they are a formidable global force against this life-threatening condition.

We are currently a medium-sized charity with 30+ staff and an average of £2-£3million income each year.

## Our values

### **We are evidence-led**

We pride ourselves on being grounded in facts. Research and evidence are at our core and remain essential to our work today – guided by our panel of scientific advisors and disease specialists. This approach ensures we provide considered responses to the challenges brought about by the disease, wherever they may be found.

### **We operate with integrity**

To the people we support and work with, we are a trusted source of information and learning. We weigh all of the evidence and operate with openness and transparency to exceed expectations and deliver the best services and responses - be that helping a family or working with health organisations around the world.

### **We pursue our goals with determination**

We will not stop until we defeat meningitis. We will relentlessly seek answers, work tirelessly with purpose and are driven by those we help. Our dedication enables the best modern science, research and on-the-ground learning to work in the positive interests of individuals, families and communities impacted by meningitis and septicaemia, both here in the UK and in communities around the world

**We are a passionate advocate**

We are a united voice against meningitis and septicaemia and a dedicated champion for those it affects. We exist to ensure that the voices of our members, supporters and those impacted by meningitis and septicaemia in the UK and around the world, are heard and not forgotten. We are highly focused in our work and inform and advise health policy and practice, driven to make a contribution to reducing the burden of the disease and its aftermath.

**We collaborate to make progress**

We believe in partnership and collaboration. Whether we are supporting individuals and families who have been impacted by the disease, working with international funding partners or supporting on-the-ground health teams working in challenging environments, we combine resources and expertise to deliver the very best results. We share the knowledge we've gained through more than 30 years of work to support and enable those impacted by or battling to defeat the disease.

**We act with compassion**

We are driven by the stories of those we work for and with. We care deeply, listen and take the best action for each unique circumstance. Whether it's providing direct support, finding the right information, or campaigning for the change that will make a real difference.

## Application process

**All candidates are requested to submit a covering letter, explaining why you think you are suitable for this role and a CV. No application will be considered without a covering letter.**

Applications are particularly encouraged from candidates that may previously have, or feel like they have, experienced being excluded from generally advertised roles due to their gender, ethnicity, disability status or sexual orientation.

**The final closing date for completed applications is 5pm BST on XXX.**

Interviews will be in person in our central Bristol office. Candidates with individual access or disability support requirements are encouraged to communicate their needs, to enable support to be provided throughout the interview process.

If you have any questions, or would like to discuss the role further, please contact XX.

Please return applications via e-mail to XXX.

Meningitis Research Foundation is committed to safeguarding, and any advertised role will require references, confirmation of your identity and your right to work in the UK. Following receipt of satisfactory references, the successful candidate will be able to start work soon after receiving their offer of employment.