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| **Role title:** | Digital Content Editor | **Responsible to:** | Digital Marketing Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Expand and enhance MPS’s digital reach through original, engaging and consistent medicolegal and dentolegal content for all countries in which MPS operates with specific focus on digital media channelsAdd whether Global or UK |
| **Scale:** | 0 People£0 Budget  |
| **Regulated Function(s) Held:** | No  |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| Create and/or edit digital medicolegal or dentolegal content driven by member insight which is easy to consume, concise and action-related by deploying best practices for web and digital platforms; ensuring alignment to MPS’s content strategy and annual marketing plans across all countries and segments. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Support the development and delivery of the Business Development and Engagement strategy to plan, cost and quality
* Support Business Development and Engagement projects affecting MPS wide and roll out other projects/initiatives within Business Development and Engagement ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
* Stakeholder feedback
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| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team
 | * Operational budget Vs Plan
* Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Cost of sales Vs plan
* Operational budget Vs Plan
* Return on education Vs plan
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| **Member*** Monitor and provide robust challenge of emerging people risks and issues arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
 | * Net promoter score
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| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
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| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Create and edit digital medicolegal and dentolegal content to help increase and retain members through engagement strategies to support of MPS’s goal to be knowledge experts
* Produce high quality original, engaging segment specific content that can be delivered through all digital channels (including website, email and social media) to support engagement and retention targets
* Co-ordinate the development and delivery of digital publications content to generate maximum engagement eg open and click through rates
* Co-ordinate content marketing initiatives in support of annual segment and country specific acquisition, engagement and retention plans
* Monitor, review and update existing medicolegal and dentolegal content to ensure accuracy and validity and to provide freshness of content for all audiences and countries
* Identify new digital content marketing opportunities that will meet business objectives through compelling and engaging multi-channel content
* Analyse effectiveness of publications content and content campaigns to determine if engagement goals have been achieved
* Support the Digital Marketing Manager to manage and optimise MPS’s 21 websites for maximum digital presence and footprint
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| **Key Governance Responsibilities** |
| * N/A
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Knowledge of how to create content which is easy to consume, concise and action related by deploying best practices for web based platforms
* Knowledge of content development for content marketing strategy
* Knowledge of SEO and SEM
* Knowledge of principles of user driven design
* Prior experience with successful development of content for online consumption.
 | * Strong written skills able to confidently write or adapt content for a wide variety of digital channels
* Content planning and editing
* Skilled at proofreading and copy-editing
* Ability to effectively research, organise and plan
* Keen eye for detail isn’t this covered by point on proof reading and copy-editing?
* Ability to check and edit content to a very high level see above point, seems another repeat?
* Excellent communication skills need to be more specific
* Very strong organisational and admin skills repeat of earlier point
* Ability to adopt and work within house style guide and tone of voice parameters
* Champion bite size content and micro-eLearning approaches
 | * Experience of creating or adapting content to engage and grow visits and repeat visits to the MPS websites
* Experience in developing content for different audiences adapting style and tone accordingly
* Experience of managing projects, typically several at a time
* Proven experience of editing, writing and managing digital content
* Experience of writing technical content
* Experience in editing technical content
* Experience in stakeholder and relationship management
* Experience of developing compelling digital campaign specific materials to support marketing initiatives
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| **Desirable** | * Strong interest in medicine and health policy in the UK
 | * Developing scripts for animation, video, corporate content
 | * Previous experience in healthcare related role
* Previous experience in development of online publications
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