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| **Role title:** | Digital Content Editor | **Responsible to:** | Digital Communications 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 channels |
| **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 digital channels to support engagement and retention targets
* Co-ordinate the development and delivery of digital publications content to generate maximum 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 Communications 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 digital content which is easy to consume, concise and action related by deploying best practices for web based platforms
* Knowledge of content marketing strategy
* Knowledge of on-site / on-page SEO techniques
* 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 and audiences
* Content planning and editing
* Skilled at proofreading and copy-editing
* Ability to effectively research, organise and plan
* Ability to proofread to high standard
* Excellent communication skills to engage and influence stakeholders
* Very strong organisational and admin skills
* Ability to adopt and work within house style guide and tone of voice parameters
 | * Experience of creating or adapting content to increase visits, repeat visits and engagement with content on MPS websites and other digital channels
* 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 healthcare and healthcare policy in the UK
* Knowledge of content marketing (including SEO, affiliate and PR)
 | * Developing scripts for animation, video, corporate content
 | * Previous experience in healthcare related role
* Previous experience in development of online publications
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