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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 |
| **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 |
| **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 |
| **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 |
| **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 |
| **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 |