

MY JOB: Content & Production Manager

Delivers a meaningful content strategy, creating insight-led campaigns and assets to support growth and engagement targets



WHAT I AM ACCOUNTABLE FOR:

1. Developing, delivering and communicating our content strategy that supports all TP brands and ensuring buy-in from key stakeholders
2. Producing Marketing assets and campaigns using existing inhouse tools (such as Canva & Indesign) with support from agencies across a range of formats (such as video, graphics, animation, imagery, design and copy)
3. Evolving and maintaining brand guidelines and standards, overseeing application as appropriate by channel, platform and audience
4. Co-creating briefs with colleagues, feeding in recommendations based on insight and experience to deliver effective campaigns and content
5. Increasing efficiency and effectiveness of content production through streamlined processes and clear accountabilities, setting clear standards and ensuring consistency.
6. Applying customer insight and to optimise effectiveness of messaging for each persona and in each channel
7. Providing comprehensive performance reports and insights to improve future activity
8. Tracking and managing a library of all TP content to ensure compliance, consistency and accessibility

HOW I OPERATE:

Values Led Leadership

1. I collaborate effectively and challenge constructively
2. I am customer orientated and bring new insights and ideas into the everyday
3. I think strategically and can explain my plans simply and clearly
4. I am positive and creative, and like to bring outside inspiration into my thinking
5. I am organised and methodical
6. I am agile and resourceful and take a hands-on approach – I make the most of what we have
7. I am results orientated and like to share and apply what I learn to future activities
8. I'm accountable for all my decisions and actions

WHAT I NEED:

Skills/Knowledge

1. Previous experience in leading & implementing a content strategy
2. A passion for content development and copy, with proficiency in Indesign, Illustrator, Photoshop, WordPress, Office 365 apps etc
3. Strong project management skills, ensuring content collateral and workflows are driven efficiently.
4. Experience in understanding complex target audiences and devising effective content that delivers results
5. Fantastic comms skills you use to engage people of all levels
6. Good analytical skills – you're comfortable interpreting data and making recommendations based on insight
7. Sound knowledge of Content Management Systems