

Head of Content & Creative

Reports to: Director of Marketing, Fundraising & Supporter Experience

Team: Supporter Experience & Fundraising

Career stage: GU 1-5 (Ref. 3)

Contract type: Permanent

Location: The Printworks, London

Reports: Graphic designers (x3); Digital Content Creators (x2); Editorial Manager (x1)

Purpose of role:

To lead content creation and production across Friends of the Earth ensuring that all content meets audience and brand needs while delivering against strategic, campaign and project objectives.

To ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimised for search and user experience for all channels of content including online, social media, email, mobile, video, print and in person for relevant audience personas based on Friends of the Earth's brand strategy.

Main responsibilities:

- Work in partnership with the Head of Brand, Marketing & Audiences to lead the development and implementation of the Friends of the Earth brand.
- Supervise writers, editors, designers, content producers and strategists; be an arbiter of creative best practice.
- Lead in the delivery of high-quality, cross-channel content (editorial, design and audio-visual) across Friends of the Earth.
- Lead the implementation of Friends of the Earth's content strategy and contribute to strategic communications planning.
- Manage a robust content production schedule to ensure that internal and external deadlines are met.
- Oversee digital production and delivery across Friends of the Earth.
- Establish and manage work flow for requesting, creating, editing, publishing, and retiring content.
- Ensure integration of high quality content within campaign and project planning.
- Provide creative direction across our content-led campaigns.
- Monitor external trends and developments in area of expertise, and apply them where appropriate to Friends of the Earth's work.
- Manage team resourcing, recruitment and budget.
- Contribute to the overall management and leadership of Friends of the Earth's audience-facing activity.

Person specification:Essential

- Experience of leading and inspiring creative teams and content creators to produce high-quality output.
- Experience of applying quantitative and qualitative audience insight to creative output.
- Experience of managing a roster of external agencies to produce high-quality, on-brand content.
- Experience of creating successful direct response marketing campaigns.
- Excellent project management skills with ability to manage productions/editorial schedules to ensure organisational deadlines are met.
- Experience of managing/leading digital production and delivery.
- Experience with creating compelling messages for different target demographics.
- Experience of working and/or ability to work in a quick response environment to reprioritise activity and meet emerging organisational needs in a timely manner.

Desirable

- Experience of working within a campaigning organisation/context.
- Experience of working with fundraising teams.