

Digital Content Lead

Location: [Europe & the Middle East] [United Kingdom]

Town/City: Home Working

Category: Communications

Job Type: Fixed term, Full-time

***Please submit your CV in English.**

PURPOSE OF POSITION:

The Digital Content Lead is responsible for leading content planning, creation or curation based on business objectives and supporter needs.

This role requires to fuel global marketing platforms with curated, tested and optimised content. Ensure timely development and clear, efficient roll-out of the content plan, content sourcing and development are expected as part of this role.

KEY RESPONSIBILITIES:

Content Creation and Optimisation:

- Use analytical/content management tool (currently SEMRush) for Topic Research, Keyword Research and develop well-structured copy and SEM/SEO-friendly content.
- Work on a periodic newsletter with all new content and send across to content editors.
- Monitor the usage of global content and encourage its use.
- Frequently review and optimise content for landing pages of Child Sponsorship, Childhood Rescue, Emergency landing pages and other forms, based on results from performance measurement and A/B tests.

Content support for website optimisation tests and analytics:

- Conduct Site Audit and PSI for all country sites periodically and report to the country editors in case of errors in site.
- Work towards optimising web pages for better performance.
- Set up web pages for A/B testing
- Provide content/revised copy for optimisation tests.

Equip content editors:

- Meet with editors periodically and conduct/facilitate sessions on various topics of interest.
- Identify pain points and work towards providing a strong support system for editors.
- Handholding support wherever required, especially during launch.

KNOWLEDGE, SKILLS & ABILITIES:

- Proven work experience as a Content Creator, Copywriter or similar role.
- Portfolio of published articles.
- Hands-on experience with Content Management Systems (e.g. Umbraco).
- Excellent writing and editing skills in English, preferably in addition to a second language such as Spanish, French or German.
- Expertise on SEO.
- University degree in Marketing, English, or relevant field.
- Effective in written and verbal communication in English.
- Proficient in use of MS Office tools.