JOB DESCRIPTION

SUMMARY INFORMATION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Digital Content Executive</th>
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<tbody>
<tr>
<td>Department:</td>
<td>External Relations</td>
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<tr>
<td>Contract Type:</td>
<td>Permanent</td>
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<td>Job Purpose:</td>
<td>To develop an approach to the categorisation of digital content which maximises the impact of our content and supports communications campaigns and organisational aims and objectives</td>
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<td>Job Band:</td>
<td>C3</td>
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<td>Reports to:</td>
<td>Head of Digital</td>
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<tr>
<td>Direct Reports:</td>
<td>None</td>
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<td>Other Key Contacts:</td>
<td>• External Relations Teams</td>
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<td>Financial Responsibilities:</td>
<td>As delegated</td>
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<td>Location:</td>
<td>May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working</td>
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<tr>
<td>Working hours:</td>
<td>37 hours per week. There may be occasions where you will be required to work additional hours. Time off in lieu may be granted for any approved additional hours worked</td>
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<td>Travel:</td>
<td>Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport, full UK car driving licence and ability to drive in Europe required</td>
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<td>Right to work:</td>
<td>Must have the right to work in the UK</td>
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BACKGROUND

The Commonwealth War Graves Commission (CWGC) honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world. Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.
KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

General
- Work with the External Relations teams and across the Organisation to develop an approach to the categorisation of digital content and maximise its impact across the Organisation's digital platforms
- Identify areas of website content development and work with the External Relations teams to develop new and engaging content
- Design and develop new website templates, and to reconfigure content so it can be repurposed into those website templates, ensuring it fits in with the standards and vision for the website
- Manage a process of reviewing existing website content in collaboration with relevant teams, developing and enhancing the quality of the content to ensure it engages diverse audiences
- Provide editorial oversight, supporting colleagues in the creation of engaging written content
- Be an expert in optimising and tagging digital content, identifying themes and topics which group together and categorise content, making it easily searchable and enhancing website user journeys
- Manage a programme of effective monitoring and evaluation ensuring evaluation is built into content and utilising digital engagement and measurement tools
- Be an expert in search engine rankings (SEO) strategy. Developing compelling content that drives enhanced SEO
- Establish a methodology to track and measure content quality and content effectiveness
- Monitoring the performance of content and tools, identifying areas of further development and sourcing alternative tools and mechanisms if required
- Work in partnership with the Head of Digital in the creation of a useful and usable information architecture and navigation for the website
- Develop and implement long-term and day-to-day content strategy including drafts, targeting audiences, visualising content, publishing and distributing it
- Identify the best format for displaying information to the user, suggesting ideas or identifying any gaps
- Raise awareness internally of what makes good web content, with an emphasis on mobile and content-first approaches

Job Functional Knowledge
- University degree or relevant qualification and good knowledge of content management systems and content design

Business Expertise
- Knowledge across the business will be important

Leadership
- Collaborate closely with colleagues from the External Relations teams
- Build and maintain strong working relationships across the Organisation to develop a range of content that represents the breadth of the Organisation's work
**Problem Solving**
- Good level of analytical skills and experience of problem solving across websites
- Support the Head of Digital with crisis communications across the website

**Nature of Impact**
- Has reputational impact across the Organisation

**Area of Impact**
- Across the Organisation

**Interpersonal Skills**
- Communication across the Organisation with senior and junior staff

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**PERSON SPECIFICATION**

**Education and Knowledge**

**Essential**
- Educated to degree level (or equivalent) in a relevant discipline
- Understanding of current technologies, trends and audiences in the digital media space
- Basic knowledge of the history of the World Wars

**Desirable**
- Postgraduate qualification in a relevant discipline

**Experience**

**Essential**
- Extensive editorial experience. Evidence of writing, image sourcing, editing and proofreading written content for a variety of audiences
- Strong experience writing and publishing content within a similar Organisation
- Demonstrable experience measuring and evaluating the success of digital content
- CMS experience of some form of platform
- Experience in Google Analytics or Sitecore analytical platform

**Desirable**
- Experience in building digital and social channels into communications activity.
- Experience using CMS's (e.g. Sitecore, Umbraco or WordPress)
- A strong background in User Experience
- Working knowledge of HTML

**Skills and Abilities**
- Strategically minded with the ability to make connections between subject matter
- A demonstrative passion for developing website content
- Analytical minded, with the ability to interpret in-house tools to measure the organisation’s KPIs and goals
- Innovative thinker, able to present our message to our target audiences
- Ability to multi-task and effectively manage deadlines and timelines within given timeframes
• Highly accurate, with consistently high attention to detail
• Willing and able to work collaboratively with colleagues across locations, disciplines and seniority
• Excellent written and oral English communication skills
• IT skills in Word, Excel, PowerPoint and digital editing software
• Excellent proof-reading skills
• Committed to continuous professional development
• An alignment and adherence to the CWGC’s Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
• Health and Safety responsibility for self and others

Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the CWGC.

**Signatures**

Name of Job Holder: Signature: Date:

Name of Line Manager: Signature: Date: