



## Job Description

---

### Senior Content Manager

**Grade:10**

**Directorate:** Fundraising, marketing and communications

**Location:** WWT Slimbridge with the opportunity for hybrid working. This role will need to attend WWT Slimbridge Wetland Centre at least once a week and as required for key meetings.

**Reporting to:** Head of Communications

**Main function of post:** To lead the development and delivery of WWT's strategic content plan designed to support the organisation's fundraising, marketing and communications ambitions. Working with colleagues across the organisation, this role will be responsible for the management of WWT's content marketing approach including written and audio-visual content creation across all platforms.

They will have an eye for engaging and relevant stories and use insight and data to inform and enhance content performance.

This role will bring WWT's playful brand to life through the development of compelling, purposeful storytelling across digital channels. Leading a team of content creators, you'll lead the delivery of content plans designed to showcase WWT's conservation work, support the organisation's income generation strategy, drive visitation to our wetland sites and build awareness of our cause and brand.

**Supervisory responsibilities:** Leading a team of up to five, with three direct reports.

---

### Responsibilities of the post

1. Lead the development and delivery of an integrated, multi-channel three-year content plan designed to support the organisation's fundraising, marketing and communications objectives and the delivery of the communications strategy and annual plan.
2. Build relationships with teams across WWT, from operations to conservation, to understand content needs, provide expert advice and develop content plans that are measurably impactful and support the delivery of WWT's wider objectives.
3. Lead the development of robust content objectives and KPIs, planning tools and processes to enable clear prioritisation and ideation of high-performing content.

4. Inspire the team to generate creative ideas designed to engage external and internal audiences to take action for wetlands and to help deliver WWT's goals and supporter marketing targets.
5. Manage the WWT content production function, providing professional and timely responses to content briefs to support the charity's wider marketing and fundraising objectives.
6. Build trusted relationships with senior leaders and colleagues across the organisation championing the role of content and creating a culture of sharing stories that will build WWT's profile and raise awareness of wetlands and their superpowers.
7. Provide guidance and leadership to employees and volunteers on developing and using different types of content when required, including at WWT wetland sites.
8. Ensure effective content asset management and lifecycle frameworks are in place, to create, enhance and consolidate WWT's body of content.
9. Work with the Marketing and Communications Technologies team to develop and maintain the systems and tools needed to manage content effectively at scale, including a central content library.
10. Working closely with the Marketing and Communications Technologies team, lead WWT's approach to optimising all digital content for organic search (SEO), audience engagement and driving customer action.
11. Develop and manage WWT's content monitoring and performance framework, using data and insight to continuously measure success and improve our content approach and report monthly against agreed objectives.
12. Manage corporate communications projects including the annual report and impact report, ensuring they are delivered on time, to budget and designed to achieve clear objectives.
13. In collaboration with the Brand and Marketing team's Creative Manager, build and maintain a network of freelance content creators, ensuring they're trained on our brand and tone of voice to support when internal capacity is a challenge.
14. Provide leadership to all staff and volunteers within the Content team, enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction, coaching and support are provided through professional line management in line with WWT's people frameworks.
15. Ensure the health, safety and wellbeing of everyone in the Content team is an integral part of how we work, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
16. Be responsible for ensuring that the Content team engages with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.

17. To ensure that the Content team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

**Date raised:** 10 May 2018

**Amended:** September 2026

# Person Specification

## 1. Qualifications

### *Essential:*

- A-levels.

### *Essential:*

- Educated to degree level or an appropriate equivalent professional qualification.
- A relevant qualification in digital communications.

## 2. Experience

### *Essential:*

- Significant experience of developing and delivering integrated, multi-channel content plans designed to support organisation priorities and objectives.
- Track record of identifying, curating and developing engaging stories and case studies within a complex organisation structure.
- Evidence of championing the value of innovative and creative content to build brand profile and awareness of a cause across an organisation.
- Extensive experience of content production, including creating, developing or editing impactful written and visual content designed to achieve specific and measurable objectives.
- Proven ability to increase organic search rankings and traffic, manage keyword research, optimise web content and analyse website performance using tools such as Google Analytics.
- Confident briefing and managing content creators to develop impactful, creative and engaging content.
- Proven project management skills, including the ability to manage multiple prioritise and deliver on time and on budget.
- Track record of making data driven decisions to inform content planning and evaluating the impact of content against agreed objectives.

### *Desirable:*

- Experience of managing and developing tools to organise and store content and resources.
- Understanding of conservation or environmental sector.
- Understanding of charity sector.
- Experience of working with volunteers.

## 3. Managerial and Supervisory

**Essential:**

- Leadership and people management skills, able to inspire and develop team members and foster a high performing and positive team culture.
- Confident working with people at all levels of an organisation, including senior leadership.
- Track record in providing technical advice, support and oversight to teams not directly managed.

**Desirable:**

- Previous experience of matrix management, enabling and influencing colleagues to deliver.

| Type of team member | Number managed<br>(No. of direct reports) | Number supervised |
|---------------------|-------------------------------------------|-------------------|
| Employed staff      | Up to 3                                   | Up to 5           |
| Volunteers          | 0                                         | Up to 3           |
| Contractors         | 5                                         | Up to 10          |

## 4. Responsibility

**Essential:**

- Ability to proactively identify opportunities from across a complex organisation to gather stories that will build brand profile and awareness of a cause with a range of audiences.
- Ability to balance and re-prioritise own and team's deadlines and workloads.
- Confident in ensuring content remains accurate, relevant and consistent across all channels, maintaining brand voice and legal compliance.

**Desirable:**

- Experience of budget management
- Ability to build and maintain a list of freelancers and agencies following organisational procurement and finance processes.

**Levels of Responsibility:**

| Type of Responsibility                    | Level (£'s)    |
|-------------------------------------------|----------------|
| Budget Responsibility                     | Up to £100,000 |
| Income                                    | n/a            |
| Assets (required for job, exc. buildings) | Up to £50,000  |

|                             |     |
|-----------------------------|-----|
| Visitors (number per annum) | n/a |
|-----------------------------|-----|

## 5. Creative Ability

### ***Essential:***

- Highly creative approach to content marketing planning, with proven experience of creative content planning across channels.
- Confident and persuasive storytelling, with an eye for engaging verbal, written and visual content that will work on different channels and engage of range of audiences.
- Lively and engaging communication style which is flexible in order to target different audiences and achieve different objectives.
- Proactively monitor and share external trends, creating a team culture of innovation to encourage testing ideas for creative campaigns.

### ***Desirable:***

- Experience of turning scientific or technical information into accessible and engaging content.
- Experience of producing engaging content designed as part of wider organisational communications and campaign plans.
- Ability to advise on content that will resonate with external stakeholders, including partners, funders and policymakers.
- Actively stay up-to-date with best practice in content production and planning, particularly in the third sector.
- Capable of using a range of digital platforms in order to create and manipulate content (eg Adobe Creative Cloud).

## 6. Contact

### ***Essential:***

- Ability to build, lead and inspire cross-organisational teams to gather stories that will resonate with a range of audiences.
- Confident championing the role of content at all levels of the organisation.
- Willingness to work in partnership with colleagues to find solutions to complex challenges.
- Works closely and effectively with external contacts and suppliers.
- Extensive experience in liaising with, and managing expectations from, a multi-departmental team from conception to delivery of projects.
- Comfortable presenting to, influencing and negotiating with, senior colleagues.

## General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.