

Content Manager

Job description

Job title:	Content Manager
Reports to:	Head of Marketing and Communications
Responsible for:	No direct reports

SSAT

Schools can be the most inspiring communities on earth, but there can be many pressures that stifle their potential. SSAT is a membership organisation enabling ambitious schools to break through by thinking differently. We help with our knowledge of what works in schools, our world leading CPD programmes and our thriving networks of school leaders and teachers – the most extensive in the country.

At SSAT we're committed to:

- putting customers first and knowing our members well
- a membership offer that's highly relevant and value for money for all schools
- providing high-quality professional development programmes in areas including leadership, teaching and learning and curriculum
- developing a high-performing, enthusiastic team who collaborate to maximise the knowledge and skills of all colleagues

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contribute to and follow SSAT processes and systems to put our customers, schools and teachers first

The role

The Content Manager will be responsible for gathering, curating and commissioning written, video and audio content to be used as part of SSAT's offering to member school leaders and teachers. Working closely with SSAT's Relationship Management, Education and Marketing teams, the successful candidate will build extensive knowledge of the material produced across the SSAT portfolio, and produce a plan to repurpose and use it across a range of channels to maximise value to members as well as working with those members and partner organisations to share their useful content across the network.

Responsibilities

- Build in-depth knowledge of the material produced across SSAT's memberships, training programmes and publications to inform a comprehensive content strategy ensuring members get maximum value from their memberships
- Work with the SSAT Relationship Management team to ensure a stream of relevant, timely content from member schools and with the SSAT Education team to produce high-quality written and video content
- Ensure the consistent content quality of member communications including weekly member email updates and the membership online offering

- Maintain and manage the organisation's printed publication schedule coordinating writing, editing and design to produce publications of the highest standard to agreed deadlines
- Work with the Marketing team to produce a range of relevant content for marketing campaigns across multiple channels including web, email, and social media to promote customer awareness of SSAT services
- In liaison with the Website Executive, ensure the membership online content offering is complete, properly organised and intuitive to navigate
- Work with the Social Learning Manager to produce assets for distribution through social media channels
- Produce and edit video content sourced from schools, internal experts and partner organisations

Your experience

- Excellent copy writing, research, editing and proofreading skills
- Proven ability to produce high-quality content across a range of media and formats
- Experience of filming and video production including the use of using editing software, preferably Adobe Premiere
- Ability to shape and improve a brief or content idea from initiation to completion
- Educated to degree level
- Meticulous attention to detail
- The ability to work with a range of stakeholders, demonstrating good influencing skills and articulate communication
- The ability to manage multiple projects simultaneously, ensuring the production of high-quality material to tight deadlines
- Experience of a content management role is desirable
- Ideally some experience of website HTML editing and Adobe Creative Suite

SSAT is an equal opportunities employer.