

Content Manager

Job Title	Content Manager
Department	Tomorrow's Engineers
Reporting to	Head of Neon
Contract	Permanent
Salary range	Salary C. £35k dependent on experience
Location	The EngineeringUK offices at 10 Lower Thames Street, London EC3R 6EN with occasional travel in the UK, although all staff are currently working from home in line with government guidelines and we are likely to adopt a blend of home and office-based work in the future



About EngineeringUK

EngineeringUK is a not-for-profit organisation, which works in partnership with the engineering community to inform and inspire young people and grow the number and diversity of tomorrow's engineers. We work locally, regionally and nationally with a wide range of organisations across business and industry, education, professional institutions and the third sector to understand the engineering sector and the skills it requires. We work in partnership with these organisations to develop and promote effective initiatives and programmes to inspire young people to consider a career in engineering.

We are guided by a series of values that we apply to all our activity.

We are insightful and open and honest with our insight so that everything we do to inspire young people into engineering is based on clear and up-to-date evidence, gained by listening to and learning from our community.

We are courageous and dynamic in the development, piloting and promotion of ideas and activities which can help us all to inspire tomorrow's engineers and increase the talent pipeline for engineering.

We are passionate about inspiring a new generation of engineers and a positive difference to young people's lives.

We are inclusive, with partnership and collaboration at the heart of what we do. We are determined to reach those people who are under-represented in modern engineering

About the role

The Neon content manager will be responsible for the management of the process of sourcing, uploading and reviewing content on the Neon platform. They will do this by forming and maintaining strong working relationships with Neon content providers, collaborating with them to ensure that content on the platform is in line with the Neon quality standards, and with a view to enabling sustainable growth in quality in the medium/long term.

They will also be responsible for contributing to developing a content strategy which ensures there is a good balance of content on the site, whilst keeping an eye on future developments in the STEM engagement and education landscapes and ensuring that the content on Neon remains relevant.

They will regularly check to ensure that the content on Neon is relevant for both primary and secondary settings and shows the breadth of engineering opportunity and entry points, specially focusing on the needs of students who are under-represented in engineering.

The Neon content manager will be responsible for the design and implementation of a programme of workshops and webinars which support the Neon content providers. They will work closely with the TE (Tomorrow's Engineers) Code Team to ensure that this programme dovetails with any activity the TE Code have planned, bringing the two cohorts together when appropriate.

Role responsibilities

- Build and maintain strong working relationships with all organisations who provide content for the platform, and key internal and external stakeholders.
- Review submissions and work alongside the provider to ensure their content meets our quality standards. This may mean proof-reading, editing, and suggesting improvements. You will then support the provider in finalising the content before uploading to the platform.
- Respond to any feedback received from teachers about activities listed on the TE platform in a timely way, working with the relevant content provider to establish whether there is an issue and agreeing a course of action.
- Run periodic surveys in conjunction with Engineering UK's research and evaluation team to gain insights into the usefulness of the platform that will help shape its strategic direction.
- Ensure that all content on the TE platform conforms to the Neon Quality standard, and that the content is kept up to date.
- Curate the content of the platform to ensure there is a good balance of representation across all sectors.
- Facilitate the growth of a community of content providers who share best practice, support each other, and work together to improve quality standards.
- Design and implement a programme of online events to support the cohort of Neon providers.
- Work on other projects as required by EngineeringUK

Other duties

This job description sets out the requirements of the role at the time it was drawn up and which may change over time. The Content Manager will be expected to undertake other tasks or duties as required; work in line with EngineeringUK's Quality Management System (QMS); and comply with EngineeringUK's data protection policies at all times.

Person specification

Essential experience and attributes

- Experience managing content for a digital platform
- Excellent stakeholder management and relationship building skills with the confidence to interact with others in very senior roles
- Well organised with an eye for detail
- Must work in line with our company values of being passionate, courageous, insightful and Inclusive
- Strong written and verbal communication skills
- Ability to work independently and flexibly within a rapidly changing environment
- Confident in using computer technology
- Initiative to continually review and improve working processes

Desirable experiences and attributes

- Experience managing surveys and analysing data
- Experience designing and running webinars, workshops, or similar support activities
- A good understanding of the education system, STEM enrichment/outreach and careers advice.
- An understanding of the evidence base for STEM inspiration activities and how to evaluate their impact
- Proactively seeks feedback, and is confident giving feedback to colleagues across the organisation.
- Experience of digital content creation, including editing and copywriting, either in a marketing or UX environment
- Experience of content management systems
- Experience of working alongside developers or designers to ensure content and design work effectively together
- Experience of current SEO best practices
- Experience using Google Analytics to gain insight into site performance

Applying for this role

Please send a CV and 1 page statement in support your application (detailing how you fulfil the key criteria for the role) by email to HR@engineeringuk.com, quoting the job title in the subject of your email.

The deadline for applications is before 12 noon on 11th June 2021

Interviews



Applications will be assessed against the requirements for the post as set out in the Role Profile and Person Specification. We aim to notify candidates who have been shortlisted on 18th June 2021. If you have not heard from us after this date, please assume that you have not been successful.

First interviews will be held in the week of the 21st June 2021.

EngineeringUK are working hard to be a disability confident employer. Please let us know if there are any reasonable adjustments we can make for you during this recruitment process and beyond.

EngineeringUK is an inclusive organisation; we welcome everyone with all skills, experiences, and backgrounds. Each applicant will be individually assessed regardless of gender, sexual orientation, pregnancy or maternity, marital or civil partner status, gender reassignment, ethnicity, colour, or national origin, religion or belief, disability or age.

We are an equal opportunities employer and are open to flexible working, including job share.

