



Job title: Content Creator

Length of contract: Fixed term contract until 31st March 2021, with a view to extend.

Hours: 4-5 days a week

About Be the Business

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Having been asked by the chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, then chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie and CEO Tony Danker, Be the Business (BtB) was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

More details about Be the Business can be found on our website: <https://www.bethebusiness.com>

About this role

The successful candidate will work closely with our senior content manager and wider freelance and agency support to produce content for an audience of British business owners, leaders and managers. They will be part of a small, dynamic team building out Be the Business' digital improvement platform, a vital part of the organisation's efforts to scale up and support thousands of small and medium-sized businesses around the UK.

The successful candidate will be required to:

- Create and develop new content that interests the target audience, facilitates business improvement and encourages ongoing engagement with our digital offering
- Work with freelancers and agency support to commission, brief and project manage production of content such as video, audio and photography
- Perform interviews, write features and identify businesses within our communities which have great stories to tell
- Use management system (CMS) to populate digital platform, ensuring content meets quality requirements associated with search engine optimisation and online user experience
- Contribute to Be the Business' content plan to support the optimisation of the new digital platform

- Display excellent understanding of the target audience and how best to tailor content
- Support wider Be the Business programmes with content needs, both for acquisition and community engagement requirements
- Adapt content to suit specific media channels or vehicles (still retaining our specific tone of voice) prior to its distribution via third parties
- Evaluate the impact and effectiveness of content and relevant channels, helping others understand the role and impact of content on SME leaders

Skills needed

- Excellent writing and communication skills
- Experience of managing a library of online content
- Familiarity with content management systems
- Understanding of role content plays in changing behaviours
- Ability to build and maintain relationships with business owners
- Happy to work autonomously and as a collaborative team member

The Benefits

- Competitive salary
- 30 days holiday each year in addition to public holidays
- 10% contribution into a pension scheme with Hargreaves Lansdown
- Positive attitude to flexible working
- Health related and employee assistance benefits
- The opportunity to make a real difference!

To apply, please send your CV and supporting letter (no more than 4 sides of A4 in total) setting out how you believe you meet the requirements of the role to careers@bethebusiness.com. **No agencies please.**

The closing date for applications is Friday 25th September 2020

Applicants must be able to and be entitled to work in the UK.

Be the Business is committed to improving the diversity of British businesses and to leading from the front in its own attitude towards diversity and inclusion. It welcomes and encourages applications from a diverse range of candidates.