**Role Specification**
**Content Architect**

## 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, 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 Chief Executive 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.

Be the business focusses on the role that management and leadership play in improving firm level productivity. We do not tend to look at the sector specific technical expertise required in a given industry, but rather the kinds of leadership and management practices that have been proven to support firms in driving better productivity and competitiveness – things like helping your people thrive and produce, meeting customer needs, making sure it all comes together in the bottom line, and strengthening personal and strategic leadership.

These are vital attributes for UK firms, not only in light of the uncertainty of Brexit and the resilience that firms will have to exhibit, but also in light of the stagnant levels of productivity across the country over the last decade compared to our G7 peers who have recovered more strongly since the financial crisis.

## Project Background

Several parts of our work tap into management practices expertise including:

- Our website, which is constantly updated with published content on good leadership and management practices from case studies to tips and tricks;

- Our benchmarking and assessment tool, which provides users the opportunity to conduct a self-assessment diagnostic of their leadership practices, and provides tips and tricks, case studies and evidence in line with their areas of greatest need.

- Our marketing materials, which may tap into tips/hacks or other insights as part of any given campaign or event that we regularly run across the country

- Our networks intervention where business leaders share best practice techniques and ideas

- Our 'Productivity Through People' training course which takes benchmarking comparison to the next level and educated business leaders on how to compare with their peers and also

covers evidential practices of management ideas and techniques to determine what really works.

We have recently conducted an audit of our entire content domain and have created a framework that we feel will take us forward in the short to medium term.

**Project Aims**

- We require someone to review our recent audit and new content framework and direct how we can further segment the content in a powerful taxonomy to be fully sustainable, scalable and consistent.

- To store, tag and surface the correct content in search and in the most desirable format.

- To understand to what degree we can layer the content by industry, language (business seniority) and even region.

- Review content ownership and determine the best ownership model that fits within the portfolio of interventions within Be the Business.

- Review the current technical systems used to store content and provide industry level expertise on the best system that best suits our needs and supports the best methods of information inception and delivery across the programmes.

- Review and recommend the best formats of content that be collected and created cost effectively and consistently in the future with the intention of building a rich repository of inspiring content that can be delivered in a variety of mediums that suit our audience e.g. video, long and short form articles, infographics etc.

**Project Approach**

At Be the Business we have a good amount of material that will emerge in various exclusive programmes. It's essential that this information is not lost and instead collected quickly, efficiently and tagged/categorised appropriately. Further efforts will be made to determine the value of this information and what formats it can be extended into.

This project will undertake the following activities to address the following questions:

1. Can we shape the content we have to better serve the Be the Business programmes in the future?

- Review the individual programmes in Be the Business and understand the content dynamics in each

- Review the current results of the recent content audit

- Review the new content framework produced by the benchmarking team.

2. Do we need to upgrade the content infrastructure to support the business moving forwards?

- Understand the content requirements of our programmes

- Understand the content requirements of our key partners and their integration needs.

- Map out the information flow across the business.

3. What resources do we require to maintain the quality and integrity of our content?

- How is responsible for doing this?

- Help Be the Business recruit the best candidate to execute the strategy and manage moving forwards.

**Key Responsibilities**

Strategy

- Determine content ownership
- Prepare content governance model and information workflows
- Prepare metadata strategy
- Prepare integration strategies for 3rd party consumption

Assessment

- Content audits
- Conduct stakeholder interviews
- Analyse content ecosystems
- Use analytics to determine success and failure

Design

- Create content recommendations including content taxonomies
- Develop content matrix and mappings including tagging

**Personal qualities / skills;**

- Significant experience in building content strategy and successful execution against plans.
- Outstanding written and verbal communications skills, with the credibility and confidence to engage and influence at senior levels
- Strong interpersonal skills, and an ability to work effectively with a range of stakeholders
- A good attention to detail, with an ability to juggle multiple priorities and competing demands, in a fast-paced environment
- Motivated by contributing to a purpose-driven organisation, focused on a key national challenge
- Forge strong collaborative working relationships with other internal teams and contribute to broader organisational projects as / when required

**Education / qualifications**

- Degree level or equivalent

**Role Details**

- This is a full time, short-term contract position for 3-6 months although there may be the option to extend dependent on the needs of the organisation
- Location: Central London
- Rate – Competitive