



Role specification

Content Creator

Based: London

Length of Contract: up to 12 months fixed term, 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, 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 be required to:

Content creation

- Create and develop new content for BtB as an organisation, and for its respective initiatives, that inspires the target audience, drives awareness and improves favourability of Be the Business and what we do
- Become a key member of the Be the Business content team (and drawing on freelancers as needed) to commission, brief and project manage production of content such as video, audio and photography
- Perform interviews, write case studies and identify businesses within our communities who have great stories we can tell
- Attend events, interviews, research focus groups and externally run events in order to identify new topics to cover and gather opportunities for collaboration or input from third parties and partners

Content coordination

- Build, organise and coordinate content for the Be the Business organisation
- Manage an existing library of content, updating it to comply with new brand guidelines (tone of voice and personality), organising it on our website for easy access
- Display excellent understanding of the target audience, their needs/wants and how best to tailor content and engage our target audience with compelling content in the optimal format is required

Content adaptation

- Adapt content to suit specific media channels or vehicles (still retaining our specific tone of voice) prior to its distribution via third parties

Content curation

- Understand the requirements of each network (e.g. Cornwall Hospitality pilot, North West Family Business, PtP Alumni team, BtB diagnostic tool) and share best practice across different networks – recognising the similarities and adapting content where relevant

Content evaluation

- Evaluate the impact and effectiveness of content and their channels, helping project leads understand the role and impact of content on SME leaders
- Develop an understanding of impact of content helping team to allocate resource most effectively

Skills needed

- Familiarity with CMS and marketing platforms
- Understanding of SME leader engagement
- Excellent writing skills and communications
- Excellent organisational and time management skills
- Ability to build and maintain relationships with SMEs
- Happy to work autonomously and as a collaborative team member
- Experience of managing a library of online content

Education / qualifications

- Degree level or equivalent

Other requirements

- Travel to shows/events and to interview SMEs as required (including some overnight travel)