



**Role specification**

**Communities Project Content Coordinator**

**Based:** London (tbc)

**Length of Contract:** 12 months fixed term, with a view to extend

**Hours:** 3-4 days a week

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**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 Our Business Collaborative Networks**

The core thrust of our networks programmes is peer-peer networking, or what we like to call by business, for business. These interventions are key to us as they build on the core insight that people engage with best practice better when it is from "people like me doing things I can do". Peer to peer interventions also show the promise of being more scalable and sustainable than those that require input or delivery through a third party, we are interested in developing interventions that the business community can own and drive themselves once they have been proven.

Our network activity is formed of two key elements:

- The design, development, assessment and continuous improvement of business to business interventions and activities that drive improvement for SMEs across sectors, regions and industries.
- The development and feeding of a community with great curated and created content that drives inspiration for those who just need that added impetus to improve, as well as acting as a recruitment tool for the interventions above.

Those interventions that prove powerful and scalable will be moved into 'programmes' that run at multi region or national scale.

## **About this role**

We are looking for a content coordinator to build, organise and coordinate content for all of Be the Business Collaborative Networks including the Cornwall Hospitality pilot, North West Family Business pilot, National Hospitality scale up and Family Business scale up. This person will manage, tailor and deliver the content strategy for all network activities, track and evaluate performance, manage communities (where relevant) and support the Content lead build out the *Be the Business* content offer. They will work closely with the core content team, ensuring our content is consistent in terms of approach, brand and tone of voice.

The successful candidate will be required to:

### **Content strategy**

- Set a content strategy and roadmap for both pilot areas and scale up plans working together with the marketing content lead

### **Content creation**

- Create and develop new content that is tailored to our audience, thinking about subject and format
- Work with freelancers and other members of the Be the Business content team to commission, brief and project manage production of new 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

### **Content curation**

- Tailor existing business improvement content to the specific communities we are speaking to, ensuring it is engaging, inspiring and of high quality
- Sweat our content so it can be used repeatedly whilst maintaining high levels of engagement and information for our audience
- Catalogue and maximise usage of existing content generated from events and activities over the past year in both communities and maintain this library
- Attend events, interviews, research focus groups and externally run events in order to identify new topics to cover and gather opportunities for collaboration

### **Community management and communications**

- Design, create and collate newsletter content for the hospitality and family business pilots, working closely with the project leads for each programme
- Manage and moderate any online communities where relevant
- Work closely with the Be the Business marketing team to coordinate communications and ensure our assets are used efficiently.
- Support the Networks team, particularly when producing materials, for both SMEs and Partners.

### **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

### **General**

- Give general support to the Networks team, participating as a member of the team, contributing to problem solving sessions, attending team meetings and providing challenge and support to generate new ideas for activities and interventions
- Travel across the country (including overnight stays) as required, to run events, visit businesses etc.

### **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