

Programme Content Coordinator – FTC Up To 12 Months 3-4 Days Per Week

About *Be the Business*

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.

Role Purpose

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.

What You Will Do

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

What We're Looking For

- 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.
- Degree level or equivalent.



What We Offer You

- A rewarding job with the opportunity to have your voice heard and really make a difference.
- We're a mission driven, entrepreneurial team, and we thrive on leading and driving projects that will positively impact UK businesses and the economy.
- Competitive salary and benefits.

Sound interesting? We thought so. So, what are you waiting for?

If you're interested in joining our team at *Be the Business*, please send your details to:
careers@bethebusiness.com