

Job Profile

JOB TITLE:

Content Creator

REPORTS TO:

Online Service Manager

JOB PURPOSE:

The Content Creator develops, manages, reviews and evaluates content across Online Services, ensuring information is accurate, accessible, engaging and aligned to organisational priorities and standards.

Working closely with the User Experience Lead, Online Service Manager and operational teams, the role develops content that improves service user engagement, supports recovery journeys and enhances digital outcomes.

The role uses engagement data, service user feedback, lived experience insight and service priorities to shape content that supports online pathways, forums, chatrooms, campaigns, self-help resources and future digital developments.

DIMENSIONS:

- Create, review and maintain content across Online Services platforms.
- Maintain content libraries and resources.
- Support campaigns, self-help materials, online resources and digital engagement.
- Ensure content is accessible, accurate and compliant with organisational standards.
- Monitor engagement and content performance.
- Work with User Experience Lead and Marketing & Communications to align messaging and evaluate success.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Online Service Manager.
- User Experience Lead regarding user journeys, engagement data and content performance.
- Online Advisers, Shift Leads, volunteers and operational teams for feedback on user needs.
- Marketing and Communications team to align messaging, tone and campaigns.
- Quality, Safeguarding and Governance colleagues where content relates to risk or compliance.
- Planning & Performance Team where content performance data informs reporting.

External

- Service users, volunteers or lived experience contributors where content is co-designed or reviewed.
- Partner organisations where content supports joint activity or signposting.
- External suppliers or platform providers where required.

Overall accountabilities:

Content creation and maintenance

- Create content for forums, online resources, campaigns, self-help materials and digital platforms.
- Review and update existing content to ensure accuracy and relevance.
- Maintain content libraries across Online Services.
- Ensure content is accessible, inclusive, plain-English and aligned to organisational standards.
- Support the development of content for new digital pathways and service developments.

Performance and improvement

- Monitor content engagement, use and effectiveness.
- Work with User Experience Lead to evaluate whether content reaches the right audiences and supports outcomes.
- Use performance data, service user feedback and operational insight to shape future content.
- Identify content gaps, duplication or outdated material.
- Contribute to the Online Services development and improvement log where content changes are required.

Collaboration and governance

- Liaise with Marketing and Communications to align messaging and campaigns.
- Work with Quality, Safeguarding and Governance colleagues where content requires review.
- Support co-production or lived experience review where appropriate.
- Ensure content supports safe signposting and clear pathways.
- Contribute to reporting on content development, impact and improvement activity.

Person specification – essential criteria

- Experience creating, reviewing, updating or managing digital content, resources, campaigns or online materials.
- Ability to produce safe, accurate and sensitive content for people accessing support services, including appropriate signposting where required.

- Confidence using digital publishing tools, content management systems or online platforms to upload, edit, maintain or review content, or the ability to learn new systems quickly.
- Understanding of accessibility, plain English, digital engagement and content quality principles.
- Strong written communication skills with the ability to produce clear, accurate, accessible, inclusive and engaging content.
- Experience of using feedback, analytics or engagement data to improve content.
- Ability to work collaboratively with operational teams, user experience leads, communications teams and stakeholders.
- Experience of creating, updating and amending content through various platforms
- Strong organisational and IT skills, with the ability to manage content libraries, deadlines, review cycles and version control accurately.

Circumstances:

- Builds and maintains effective working relationships with colleagues working across a range of shifts, locations and service areas, contributing to a positive, collaborative and integrated service culture.
- Regular attendance at GamCare's head office in London (average once per week).
- Ability to travel occasionally to GamCare offices, events, meetings and external stakeholder activities as required.

To be noted:

This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.