

Role Profile



Content Executive

Reports to: Content Manager

Line manages: N/A

Background Information: OneVoice Digital is an exciting company formed in 2017 by two organisations, Arrk and NUS. OneVoice Digital's aim is to support membership organisations build engaging communities of common interest online.

OneVoice Digital delivers UnionCloud which enables effective engagement with members through a selection of modular tools to form a perfect online presence and TOTUM (formerly NUS extra), a high profile and all-encompassing free app that connects students with every-day student life, from discounts, events, proof of age ID, and more. Currently our customer base of around million members is expanding beyond this as the TOTUM product grows and delivers more features and benefits to customers and brand partners.

Job purpose:

To support the delivery of relevant, engaging content to sit across multiple platforms with the ultimate goal of increasing brand awareness through the expansion and engagement of the TOTUM audience.

Key Responsibilities
1. Copywriting for editorial content to be activated across the web real estate (also supporting SEO optimisation) and on social media
2. Research the latest trends and topics to create content that will resonate and engage our TOTUM audiences
3. Co-ordinate the creation and delivery of marketing activity including editorial, video, social posting and other marketing materials in collaboration with external partners, influencers and other internal teams
Specific Duties and Activities
4. Carry out desk research to identify and source the latest trends and topics of interest and create compelling news articles and stories to engage the TOTUM audience
5. Liaise with influencers and other 3 rd parties to deliver content activity within agreed upon deadlines
6. Schedule social media activity deployment to ensure all of our platforms are always up to date with fresh content
7. Copywriting new brand introductions and offer details when they are onboarded onto TOTUM
8. Identify SEO content opportunities and create copy / new webpages to support the increased visibility and ranking performance of the TOTUM website

9. Assist the Content Manager in weekly/monthly reporting
Shared Duties and Activities
10. To assist other members of OneVoice Digital departments as required.
11. To develop and maintain excellent relationships with internal and external contacts including (but not exclusively): Brand team, brand partners, influencers, 3 rd party freelancers & agencies.
12. To undertake any other reasonable duties or projects as required by your Line Manager.
13. Ethical Digital is important to OneVoice Digital. All staff and volunteers are expected to go about their roles in a resource efficient manner, in keeping with our ethical digital values.
14. Be committed to, and champion, OneVoice Digital's shared cultural values, aims and mission.

Qualifications and Experience	Essential	Desirable
Relevant degree or equivalent qualification / level of experience	X	
Experience at the same or similar level in marketing	X	
Experience of copywriting and content creation	X	
Knowledge	Essential	Desirable
Existing knowledge of content marketing	X	
Good working knowledge of social media	X	
Knowledge of SEO best practices		X
Skills	Essential	Desirable
Able to create copy and content to meet brief specifications	X	
Capable of carrying out research and being able to identify content opportunities	X	
Able to analyse and evaluate content performance for reporting		X
Able to set priorities, balance workload and deliver work on time	X	
Strong communication skills	X	
IT literate, with a detailed knowledge of Microsoft Office	X	
Excellent presentation skills and attention to detail	X	
Able to work with minimum supervision	X	
Attitudes	Essential	Desirable
Thrives on delivering to a high standard in a fast-paced environment	X	

Sensitivity and diplomacy	X	
Ability to work independently as well as part of a team	X	
Commitment to OneVoice Digital's Mission, Vision and Values.	X	
To go about the role in a resource efficient and sustainable manner, in keeping with our ethical digital values.	X	

Summary of terms

- This is a full time, permanent post
- Normal place of work: Manchester (Piccadilly area), Hybrid working – you will be required to work an average of two days per week from our shared office space in Manchester Piccadilly. (We are currently following Government guidelines due to the Coronavirus pandemic and will always liaise with staff where working away from home is requested/required). Working pattern: 37.5 hours per week, Monday–Friday, normally worked between 9:00am–5:30pm, flexible working patterns will be considered
- Travel requirements: Some travel required, usually within normal office hours, occasional need for overnight stays (1-2 per year)