



**content
strategist and
editor**

About Development Initiatives

Development Initiatives (DI) is an independent, international development organisation working on the use of data to drive poverty eradication and sustainable development.

Since DI was founded in 1993 our expertise and passions have been rooted in the role data can play. There are enough resources in the world to consign extreme poverty to history, but without good data we do not have the information we need to drive sustainable development and ensure we reach those who are furthest behind.

We are focused on getting better data on poverty and vulnerability so we know where need is greatest and whether efforts are working. We are dedicated to improving information about resources so that they can be targeted effectively. And we want to help others use data to improve decision-making and drive better results.

Read our latest [progress report](#).

“An indispensable tool that shines a light on progress”
DFID Senior Humanitarian Policy Advisor (about our Global Humanitarian Assistance Report 2017)

Content Strategist and Editor Location: Bristol, UK

Role content and purpose

We want the world to be as passionate about data as we are. At DI we are already sold on why data is so important and why the insights it brings are vital to good development, but there is a lot of work to do to improve data quality and use. As DI's Content Strategist and Editor your role will focus on that task in two key ways. First, taking the great data work we do and making sure those who can benefit from it engage with it and use it. Second, continually driving the message that good data needs to be made a bigger priority because without it we are ill-equipped to end poverty and promote sustainable development.

You will do this by taking the lead on our editorial and publishing work to ensure our content is optimised, packaged and delivered to facilitate the fulfilment of our objectives, drive research uptake, and meet our high standards on quality. You'll put a strong emphasis on digital media due to most of our content being communicated and presented to global audiences. And you will create and deliver a content strategy that takes the impact of our work to the next level. We will be rebuilding our website at the beginning of 2019, which will present an excellent opportunity for you to be part of a big and exciting project that will support much of the work you do.

You will report to the Head of Communications and comprise part of a Communications Team made up of five members of staff. You will line manage a Content and Publications Officer who will lead on the delivery of print publications, play a key role in digital publishing, and support your work to make our content as impactful as possible.

Duties and responsibilities

Technical duties

- Work closely with the Head of Communications to set and implement content strategy for the organisation with a strong emphasis on digital media to ensure outputs are consistent, compelling, integrated, and optimised for research uptake
- Edit, write and commission content to support project and organisation-wide objectives
- Manage the development of graphics, infographics, interactive visualisations and multimedia content through the production of strong creative briefs for agencies and the use of excellent agency management skills to produce impactful communications assets

- Advise colleagues on how to package content to drive better results through communications, particularly in digital form, and facilitate the delivery of DI products
- Oversee the optimisation of user experience across the organisation's digital platforms
- Be responsible for editorial quality control, ensuring consistent high standards across all DI outputs
- Develop and maintain editorial guidelines such as house style guide, writing guidelines, chart style guide and an editorial processes guide
- Manage budgets appropriately across editorial and production outputs
- Cover all elements of the publications function as required
- Manage at least one staff member (which includes: conducting one-to-one meetings, appraisals, and setting objectives and personal development plans)
- Support the Head of Communications with any other duties as required

General responsibilities

- Is aware of and takes personal responsibility for any health and safety issues and obligations
- Upholds all aspects of Company policies and procedures and legal requirements in relation to personal conduct
- Prepares for and engages in one-to-one meetings and performance management appraisals
- Maintains professional development and personal development plans
- Is willing and committed to taking on new work as and when required and is proactive

The postholder may be asked to carry out other duties and tasks from time to time that are broadly consistent with those in this document.

Person specification

Area	Essential/ desirable	
Experience	<ul style="list-style-type: none"> Upper second-class honours degree in a relevant field (e.g. marketing, communications, journalism, history and politics, international development, economics) At least three years' experience working in publications and content development (including digital content) Experience working with agencies and clients to deliver projects successfully under tight time constraints Managing staff Working in international development Working in geographically dispersed teams 	E E E D D D
Skills and abilities	<ul style="list-style-type: none"> Excellent writing skills Ability to work under pressure without compromising attention to detail and accuracy Highly organised and able to navigate complex and multifaceted projects Strong political intuition and astuteness Excellent communication skills, including experience of working effectively across cultures and with diverse audiences, internally and externally, both verbally and in writing 	E E E D D
Knowledge and technical competencies	<ul style="list-style-type: none"> Strategizing and improving content delivery and promotion Planning, commissioning, writing and copyediting to ensure all content is high quality and accurate Creativity and openness to innovation to gain cut-through on a technical subject in a fast-paced busy external environment Driving content performance across digital platforms, notably optimising user experience of digital content via the website as well as other platforms, with proven abilities in SEO Clear understanding of brand and its importance for an organisation's reputation and market position Increasing uptake of research through digital channels Translating technical information rooted in data into engaging audience-appropriate outputs, including a keen eye for infographics 	E E E E E D D

Area	Essential/ desirable	
<ul style="list-style-type: none"> • Measuring and analysing performance, including a clear understanding of insightful metrics and the distinction between KPIs and outcomes. • Building and maintaining relationships internally and externally – including clients, agencies and freelancers • Strong understanding of end-to-end editorial and production management processes • Line management experience and coaching staff to develop and grow 	E E D D	
Personal attributes	<ul style="list-style-type: none"> • Being a self-starter with lots of initiative who can work independently with minimal support • Being a true team player who is willing to step up and get hands-on when needed, while always seeking to empower and up-skill team members 	E E

Contractual details

Start date:	Dependent on notice period (from November 2018)
Location:	DI's Bristol Office at North Quay House, Quay Side, Bristol BS1 6FL
Salary:	£35,000 - £38,000 per annum, dependant on experience
Hours:	35 hours a week
Probation:	3 months
Leave:	25 days pro rata, plus all bank/public holidays

Application details

Your CV (no more than 3 pages) and covering letter which should detail your skills and evidence of experience and how it relates to the job description, should be emailed to: Connie Fitzgerald (Human Resources Officer) at HR@devinit.org, quoting ref: Content Strategist and Editor in the email subject line. Your letter should also include your salary expectations, notice period/available start date and where you saw the job advert.

- Closing date: 9am, Friday 12th October
- First interviews: w/c 15th October
- Second interviews: to be scheduled if required

Early applications are highly encouraged; we will be reviewing submissions as we receive them, in order to start the interview process as soon as possible.

Other

We welcome applications from all sections of the community.

We have a duty to prevent illegal working by checking potential employees' documents before employing them, to ensure they have the right to work in the country in which this post is based.

Evidence of right to work will be requested.

Development Initiatives is an equal opportunities employer and in line with our policies, we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.

We find it helpful for all applicants to complete our Diversity Monitoring Form found on our website at: <http://devinit.org/working-with-us/vacancies/>

Working together

People are our greatest asset. You often hear it said, and at DI, it really is true. We acknowledge that we work in an environment where the pace is often fast, and we need our people to be able to respond swiftly and creatively to new situations and demands. The better our employees are, the more effective we will be, and for this reason, we work hard to create an environment that meets everyone's needs.

In line with our values (empowering, transparent, impartial, innovative, agile, quality), we aim for a culture of honesty and openness. We want to attract and retain talented people who share our vision. We also like to offer individuals the space to use their talents in an innovative working environment with colleagues who are passionate about our vision.

We also offer:

	UK	US	East Africa
Informal work environment (e.g. casual dress)	✓	✓	✓
Pension scheme with 5% employer contribution	✓		✓
Flexible working arrangements (e.g. homeworking, flexitime)	✓	✓	✓
Healthcare scheme with employee assistance programme	✓		
Medical Insurance		✓	✓
Paid study leave and financial support	✓	✓	✓
Paid professional membership fees	✓	✓	✓

Buy/sell holiday scheme	✓	✓	✓
Cycle to work scheme	✓		
Childcare vouchers	✓		
Enhanced holiday entitlement, plus all bank and public holidays and discretionary paid time off at Christmas	✓	✓	✓
Up to five days' paid volunteering leave (addressing poverty/helping vulnerable people)	✓	✓	✓