

Job Description

Content Editor and Project Manager – HIV and sexual health

INTRODUCTION:

With a passion for creative communications and making information available to bring about health-related behaviour and social change, as Content Editor and Project Manager you will hold a central role in Avert's Digital Programmes Team. The team is responsible for project managing a range of digital channels, campaigns, content partnerships and stand-alone projects, as well as developing and updating written and multimedia content about HIV and sexual health for use across all these areas. You can read all about Avert's work [here](#).

Earlier this year we launched our new [Be in the KNOW](#) web and social brand targeted at our key audiences in east and southern Africa. This builds on over 10 years delivering the hugely successful Avert.org global website that averaged over 10 million users per year. We have extensive experience of using social media to drive conversations on HIV and sexual health and direct users towards further resources through Be in the KNOW. We have a growing number of targeted communication products such as Boost, a learning and knowledge resource app for community health workers in Southern Africa, and we are constantly seeking out new partnerships to increase the positive impact we can have on the HIV response.

Reporting to the Director of Communications and Digital Health Strategy you will be responsible for project managing new content products and projects, and planning, creating, editing and publishing a range of written and multimedia content, in line with Avert's goals, content strategy, tone of voice and style guidelines. You will work closely with other members of the Digital team including a Senior Content Editor and Project Manager, two other Content Editor and Project Managers, a Digital Marketing Manager, two Content Writers, a Marketing Assistant, and external designers and developers.

As Content Editor and Project Manager you will:

- be able to project manage a range of content priorities and partnerships, delivering projects on time and on budget
- enjoy managing and developing a range of relationships with project partners, stakeholders and suppliers, many based in the Southern African region. You will have good communication and interpersonal skills to ensure effective collaboration and the maximum success for our projects
- have excellent writing and editing skills, with an understanding of the special requirements of writing for the web and developing accessible and creative content for web and mobile.
- have experience in working with external developers and agencies to develop ideas for creative multimedia content
- have an understanding of user centred design approaches
- have an interest in HIV and sexual health and health-related behaviour change.

You will ensure that Avert's content remains of high quality, is evidence-based, is relevant and responsive to the changing dynamics and trends in the HIV response, and is capable of communicating with our agreed audiences to influence attitudes and support behaviour change. You will work closely with external designers, developers and UX/UI experts, and user groups to support this engagement.

You will work closely with the Digital Marketing Manager, other Content Editors and M+E consultants to monitor and evaluate the impact of our digital projects using a range of analytics tools. This will feed into project reporting, organisational learning, and wider engagement with the HIV/digital health sector.

You will work to support good knowledge sharing and knowledge management across the team and organisation. This will include supporting Avert's internal knowledge meetings, undertaking regular knowledge gathering, actively participating in knowledge sharing processes, and helping improve knowledge platforms and tools.

You will be proactive in keeping up-to-date with innovation and change in the digital communications sector that could influence or improve our digital approach. This may include attending relevant conferences within the HIV, digital health, behaviour change and development sectors, to ensure that new and relevant content is reflected on our education website and other digital channels.

You will also participate in the development of new concepts and project proposals for prospective funders, in conjunction with the Director of Communications and Digital Health Strategy and the Partnerships and Fundraising Managers.

As a small organisation, in addition to the above you will bring a good collaborative working style, contribute and share skills and ideas for the overall progress and development of Avert, and be flexible to the changing demands of the organisation.

Reports to: Director of Communications and Digital Health Strategy.

Hours of work: 35 hrs per week. A flexible working policy is in place.

Salary: £35,500 - £39,500 PA (depending on skills and experience), attractive benefits and employer contribution pension available.

Location: A flexible working policy is in place. Most staff largely work from home with occasional use of our office in a co-working environment in central Brighton and Hove. The office is available to those who need it.

Contract: Full time.

KEY DUTIES AND RESPONSIBILITIES:

Project management:

- Project manage new content, projects and partnerships – delivering projects on time and on budget.
- Work in partnership with other organisations and partners to deliver on externally funded project activities.

Content and creative:

- Plan, research and develop new content and resources in liaison with the Digital Team to support health-related behaviour change and the mission, values and marketing of Avert.

- Write, edit and review website copy and content for our key audiences including sexual health advice seekers, educators and practitioners – to ensure it is accurate and up-to-date at all times, and is in line with Avert’s mission, values and tone of voice guidelines.
- Work with Avert’s bank of freelance writers to support the development of new material as and when needed.
- Work closely with external designers and developers to create infographics, audio, video and other multimedia content that enhance Avert’s reach through all our digital channels and partnerships.
- Support the Director of Communications and Digital Health Strategy to manage the editorial calendar and ensure timely content updates across our channels and platforms in line with research and technical advances.
- Upload and help manage content on the organisation’s content management systems. Provide support and ad hoc training to CMS users as necessary.
- Work with user groups, user testing panels, peer reviewers and external experts to ensure all content is accurate, relevant and engaging.

New projects development:

- Support the development of new projects that can enhance the delivery of Avert’s HIV and sexual health information and education, and reach more of Avert’s key audiences to support knowledge acquisition and attitude change.
- Network with other similar information / education service providers to support and review the development of new projects to avoid duplication in the field.

Knowledge sharing:

- Support good knowledge sharing and knowledge management across the team and organisation, and actively participate in knowledge sharing processes
- Support Avert’s weekly internal knowledge meetings
- Undertake regular knowledge gathering on the latest research and practice, to inform our content, projects and approaches
- Help improve Avert’s knowledge platforms and tools.

Monitoring and evaluation:

- Support the development of monitoring and evaluation frameworks for new and existing projects.
- Support the regular review of project analytics. Ensure corresponding corrective measures are implemented to improve user journeys/user experience and maximise our reach and impact.
- Produce web reports as requested, including reviewing and making recommendations for improvements to content structure / content development processes.

Other duties:

- Engage in cross organisational projects and activities to support the overall advancement and achievement of Avert’s goal and objectives, including strategy development and quarterly review and replanning.
- Support the fundraising efforts of Avert through strong cross organisational involvement in fundraising projects, and the development of project proposals.
- Engage with the Board of Trustees as and when is needed to ensure the work of Avert and the content team is well understood and positively represented.
- Represent Avert at stakeholder meetings and conferences.
- Contribute to external publications as and when required.

PERSON SPECIFICATION

Essential:

- At least 5 years' experience working as a content editor or web writer
- Track record of effective project management
- Interest in HIV and sexual health, global health, or international development
- Experience working creatively with designers and developers to create infographics, audio, video and other multimedia content
- Track record of producing substantive written content for the web and social media
- Excellent editing and proof-reading skills, with a strong eye for detail
- Understanding of human centred design approaches
- Experience carrying out information research
- Ability to analyse information and summarise key facts
- A good working knowledge of SEO
- Experience writing to an organisation's tone of voice guidelines
- Experience using Google Analytics to inform your work
- Good organisation skills
- Experience of using a Content Management System
- Educated to degree level or equivalent qualification/experience
- A keen interest in exploring new ideas in digital communications

Desirable:

- Knowledge of HIV, global health, or international development
- Experience working or volunteering for an HIV or sexual health organisation
- Experience producing content for a health education resource
- Experience working on behaviour change communications

HOW TO APPLY

Applications for this role should be made by sending a **CV and cover letter** addressing the criteria in the person specification to: jobs@avert.org

Closing date: By end of the day (11.59pm) on **Sunday 9th October**. The indicative date for interviews is **24th October**. Interviews will be held in person in Hove.

We encourage applications from people living with HIV or those who have been affected by HIV. Applicants must have the right to work in the UK.