

Friends of the Earth – Job Description

Job title	Head of Content & Creative
Reporting to	Director of Engagement
Team	Content & Creative
Career stage	B
Line management	Website & Editorial Manager Creative Producer Senior Graphic Designer

Purpose of the role

Friends of the Earth is an international campaigning community dedicated to protecting the natural world and the wellbeing of everyone in it. The Head of Content & Creative works with teams across the organisation to develop and deliver creative content that informs, inspires and enables people to act in support of our mission.

They lead the development of content strategy and oversee production across Friends of the Earth, ensuring all content meets audience and brand needs while delivering against strategic, campaign and project objectives. Playing a key role in the development and delivery of audience strategy, they are responsible for ensuring audience insight underpins content planning and production across a full range of comms channels and mediums.

As brand guardian, they work with Engagement leads on strategies to increase organisational reputation, as well as ensuring excellence and consistency in content and communications, and a robust approach to managing reputational risk.

Key responsibilities and tasks

Leadership

- Bring ambition, clarity and pace to work and set clear examples of best practice.
- Support and enable the team to be ambitious and innovative in their thinking and delivery.
- Help to create a culture of cross team collaboration to further strategic goals.

Strategic oversight

- Support the Director of Engagement with the development and delivery of brand and audience strategy in-line with the organisational strategy and ambition.
- Help to create a data-driven culture within the directorate that encourages decision-making based on insight and impact.
- Work with colleagues to ensure all creative content is compliant with best practice data protection regulation.
- Monitor external trends and developments in area of expertise and apply them where appropriate to Friends of the Earth's work.
- Produce compelling and robust reports, providing key metrics and narratives, for senior managers and Board.

Operational management

- Manage team resourcing, recruitment and budget.
- Ensure the work of the team is consistent with and supports the delivery of the organisational strategy and ambition.

Content production

- Lead on development and implementation of Friends of the Earth's content strategy.
- Oversee content production and provide creative direction across all channels, ensuring a robust production schedule is maintained and all deadlines are met.

- Support the development of Friends of the Earth’s brand and it’s positioning, working closely with the Head of Engagement and the Head of Media & Communications on visual identity, organisational narratives and tone of voice.
- Work with the Head of Media & Comms and the Head of Engagement to develop and maintain an ethical approach to storytelling, and provide support to the Stories Manager in the development and production of stories.
- Ensure brand visual identity is promoted and maintained across all areas of the organisation.
- Ensure all creative communications are high quality, on-brand and meet strategic objectives.
- Manage workflow for requesting, creating, editing, publishing, and retiring content.
- Ensure integration of high-quality content within campaign and project planning.
- Work collaboratively with colleagues and volunteer networks to consult and seek input as needed, ensuring supporter voice shapes the approach to creative content production.
- Develop and maintain an excellent understanding of audience needs and provide advice to enable a supporter-centric approach to planning and delivery of content.
- Support the commissioning of internal and external audience insight to support effective and impactful content production.
- Ensure appropriate production resources and support are available to the network to enable effective storytelling at a local level.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Excellent writing, communicating and influencing skills (including at senior level), with sound judgement under pressure.
- Ability to work collaboratively with a range of stakeholders.
- Ability to build and lead teams, and to create a supportive culture.
- Excellent project management skills with ability to manage productions/editorial schedules to ensure organisational deadlines are met.
- Demonstrable ability to inspire creative teams and content creators in the planning and production of high-quality content to support a range of goals, especially audience engagement and brand development.
- A genuine curiosity about audiences and demonstrable ability to respond to audience insight to create compelling tailored messages for different target demographics.
- Experience of commissioning, selecting and managing external suppliers, agencies and freelancers to produce high-quality, on-brand content.
- Ability to navigate complex organisations, balance competing priorities and successfully manage challenging situations.
- Ability to work in a quick response environment, to reprioritise activity and meet emerging organisational needs in a timely manner.

Desirable

- Experience of working within a campaigning organisation/context.
- Experience of producing content to support direct response marketing campaigns.
- Experience of working with fundraising teams.
- Experience of working with volunteers and local community groups.
- Experience of brand management and development.

Our Values	
Ability to demonstrate understanding and apply our values.	
Integrity - We demonstrate integrity throughout everything we do, internally and externally.	
Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.	
Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.	
Focus on Friends - To build our influence we put new and existing ‘friends’ at the heart of our work.	
Accountability - We hold ourselves and other to account for our work and how we work.	
Learning and Enquiring Mindset - We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.	
Date approved	
Date reviewed	

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.