

Lynwood Court, Lynwood Village
Rise Road, Ascot, Berkshire SL5 0FG
Tel 01344 298 100

www.ben.org.uk

13/08/19



Digital Content Executive

Location: Lynwood Village, Ascot
Hours: 35 hours per week
12 months fixed contract
Salary: Up to £30,000 pa depending on experience

About Ben

Ben is an independent charity and dedicated partner to the automotive industry, providing support for life for automotive people and their family dependents. Ben is focused on delivering care and support to enable total health & wellbeing through working and later life.

Ben provides a free, confidential helpline and support service, working with individuals to help them navigate through the toughest of challenges, empowering them to make positive, lasting change.

The role

Working as part of our health & wellbeing marketing team and an integral member of our digital team, you'll help deliver our digital content strategy for our support services and fundraising activities. You'll have the opportunity to write for a variety of different sectors and audiences and deliver content in different formats.

That means creating and managing compelling content for our website, blogs, case studies videos plus occasional printable collateral. You'll make sure that everything that goes out is on-message, audience appropriate and delivered through the appropriate channels. As well as creating effective digital content, you'll also be responsible for managing all digital content, including taxonomy, (hierarchy and tagging), mapping, and regularly reviewing the structure of related content.

Key responsibilities:

- Create digital content (written/visual/audio), that is tailored to our audience profiles and key messages including (but not exclusively) health & wellbeing support materials including online support journeys, case studies, supporter stories, sharing our impact and video scripts and subtitles.
- Develop and maintain our website with content that is high quality, current, accessible, search-engine optimised, accurate and meets the needs of users/supporters and aligns to user journeys.

 /BenSupport4Auto
 @BenSupport4Auto

Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). A company limited by guarantee, registered in England and Wales (no.02163894). Registered with the Homes and Communities Agency (no. LH 3766).

Key responsibilities (cont):

- Produce and edit images, audio recordings and video footage, to share on our website and via social media channels, as well as in our reports and publications and other marketing and communication materials.
- Provide creative ideas for user content that will engage different audiences (B2B and B2C) and is suitable for different touchpoints and environments to support marketing and fundraising campaigns.
- Manage all digital content to include, content taxonomy (hierarchy and tagging), mapping and regular reviewing of content to ensure it is relevant and up-to-date.
- Working with other members of the team, ensure that all current website content is up-to-date, accessible and meets the needs of different audiences.

About you

You will be a digital content enthusiast who is brimming with ideas and relishes working collaboratively with colleagues and key stakeholders. You can manage a busy and varied workload and have a flair for writing copy and producing content in various digital formats to inform, inspire and educate your audiences. You consistently deliver projects to high standards and delight in delivering a great customer experience.

Company Benefits & Salary Information

30 days holiday including bank holidays
Contributory Pension Scheme – matched up to 4%
Referral scheme
Childcare vouchers
Free parking
Life assurance
Discount on certain car brands

If this describes you, then please contact us at careers@ben.org.uk and enclose your latest CV and covering letter explaining why you are the ideal candidate for this role. If you are ambitious and motivated and want to make a positive difference to people's lives, get in touch with us.