**Job description**

**Job title: Head of Content**

**Reporting to:**  **Director of Legal & Content**

Business Disability Forum is the leading business membership organisation in disability inclusion. We are trusted partners, working with business, Government and disabled people to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion.

* We work with over 600 members employing over 20% of the UK workforce and an estimated 8 million people worldwide.
* We advise, support and encourage businesses (many of them global) to become more disability smart.
* We influence policymakers by representing the voice of employers and disabled employees.
* We provide evidence-based thought leadership on how business affects the lives of disabled people.
* We help effect changes in business practices, products, services and policies that positively impact the life experiences of disabled people, and also benefit business.

**Our values:**

* **Purposeful** – we are focused on removing barriers to disability inclusion
* **Evidence-based** – we are informed and driven by unique insights from our membership
* **Respectfu**l – we are supportive and approachable
* **Pragmatic** – we find practical solutions that business and Government can implement
* **Responsive** – we are constantly evolving to meet our Members’ and Partners’ needs
* **Bold**– we are thought leaders who are not afraid to challenge

**Job purpose:**

The role holder will lead on content creation and production across Business Disability Forum. The role holder will take a strategic approach and collaborate closely with colleagues across the organisation to ensure that BDF creates cutting edge content that engages, informs and educates our Members and Partners

**Key tasks and responsibilities:**

### Resources

* To ensure that BDF’s Content is at the cutting edge of delivery by keeping up to date on policy, research, legislation and wider trends as they relate to disability, and diversity inclusion, working closely with the Heads of Membership and Practice and the Public Policy and Advice teams.
* Collaborate with senior leaders and the wider team to generate and gather key topics, themes, and ideas that set our overall content strategy and content roadmap.
* Lead the process with the Director of Legal & Content, Director of Operations and the Business Development team to identify what new products and services businesses need to recruit and retain disabled people and serve disabled customers.
* Ensure BDF Knowledge Hub content is reviewed regularly to ensure it is current, accurate, inclusive, accessible and delivered in the diverse and new formats, including video, audio, print and web copy.
* Work with the Director of Legal & Content and the Events Manager to take a strategic approach to ensure that Conference, Webinar and Network content aligns with Knowledge Hub content. and is topical and engaging.
* Oversee the content production from end-to-end where appropriate.
* Working alongside the marketing team to ensure BDF’s content strategy aligns and is promoted appropriately to attract and engage the right audiences.
* Overall responsibility for the development and maintaining of project plans across the organisation’s content production including managing the organisation’s individual Projects Managers.
* To represent BDF as a subject matter expert internally and at external Member and Partner events, including the delivery of presentations, acting as a panel member and delivering keynote speeches where required and being a media spokesperson where appropriate.

**Other:**

* To build productive working relationships with key people both internally and externally.
* To work as directed by, or in collaboration with, the Leadership Team to deliver the current business plan or create future business plans.
* To participate in quality assurance and continuous improvement activities as required.
* To update and maintain accurate records on the SalesForce CRM.
* To complete, agree with manager and maintain objectives and key results reviewing and updating them on a quarterly basis.
* To be familiar with and at all times adhere to BDF policies and procedures as set out in the employee handbook.
* To promote and comply with BDF polices on equality and diversity with specific reference to disability both in the delivery of services and the treatment of others.
* Any other duty as may be assigned that is consistent with the nature of the job and its level of responsibility. Any changes will be made in consultation with the post holder.

**Line management responsibilities:**

* Content Manager & Editor
* Project Managers x2
* Creative Designer
* Video Content Creator - TBC

**Working contacts**

**Internal**

* Head of Practice
* Head of Membership
* Lead Business Partner
* Multi-media Officer
* Digital Product & Accessibility Officer
* Director of Public Policy & Research
* Communications & Marketing team.

**External**

* Partners and Members.
* Expert solution providers.
* Expert practitioners.

**Person specification**

We may assess how candidates and post-holders meet the criteria through: application (A), interview (I) or testing (T). Adjustments will be made for all candidates throughout the recruitment process.

**Experience**

**Essential:**

* Experience of setting content strategy and road mapping (A, I & T).
* Experience of creating videos, other digital content and services (A & I).
* Experience of disability and wider equality/diversity issues. (A & I).
* Experience of working with clients/members/partners/individuals. (A & I).
* Experience of explaining issues to experts and non-experts, verbally and in writing. (A, I & T).
* Experience of writing and translating complex information into easy-to-understand English (A, I & T).
* Experience of working independently and with others in small teams (A & I).
* Experience of consulting stakeholders and using insights to create written content to meet their needs (A, I & T).
* Project management of cross team multi-disciplinary projects. (A & I.)
* Experience of delivering small high-quality projects on time and within budget. (A & I.)
* Experience of working across teams and with a variety of internal and external stakeholders. (A & I.)
* Experience of managing internal and external steering or working groups. (A & I.)
* Experience of working with a wide variety of people, at different levels from suppliers to CEOs. (A & I.)
* Reformatting complex ideas into different formats for audiences (A, I & T).

**Desirable:**

* Working in equality, diversity, and inclusion in a business environment (A & I).
* Speaking to press or media (A, I & T).

**Skills**

**Essential:**

* Ability to manage the creation of digital content including videos and infographics (A& I)
* Ability to create persuasive strategic plans (A, I & T).
* Strong interpersonal skills, ability to relate effectively and appropriately to a wide range of people, including people outside the organisation and to work collaboratively. (A, I & T).
* Strong project management skills (A & I).
* Ability to learn, understand and explain complex technical and legal information clearly and simply verbally and in writing in creative, clear and engaging ways (A, I & T)
* Ability to conduct desktop research and to stay up to date with current and emerging trends in business and disability/diversity (A, I & T).
* Ability to work independently and be self-motivating in order to manage a busy schedule and meet fixed deadlines (A & I).
* Ability to quickly acquir e the knowledge to create accessible and inclusive digital products and services. (A & I).
* Ability to manage numerous realistic project plans across an organisation. (A & I.)
* Excellent time management and prioritisation to deliver work on time (A & I)..
* Excellent attention to detail. (A, I & T.)
* Ability to be self-motivating and to work on own initiative. (A & I.)
* Excellent presentation skills. (A, I & T.)

**Desirable:**

* Script writing (A, I & T).
* Intermediate or advanced user of Microsoft Office and Adobe products (A, I & T).

**Knowledge and attributes**

**Essential:**

* Detailed knowledge of disability law and best practice and how it affects our members and partners/business. (A, I & T).
* Knowledge of wider diversity, inclusion and employment law issues (A, I & T).
* Knowledge of how to create accessible and inclusive digital products and services. (A & I).
* Knowledge of current topical issues for businesses and business management (A, I & T).
* Committed to own professional development. (A & I).
* Proactive problem solver. (A & I).
* Friendly, helpful, and customer focussed (A & I).
* Motivated, hardworking, and enthusiastic ‘self-starter’ (A & I).
* Curious and willing to ask questions as well as give advice (A & I).
* Co-operative and willing to work in cross team projects (A & I).
* In agreement with BDF’s mission and supportive of BDF’s values (A & I).

**Desirable:**

**Equal opportunities**

We are committed to becoming disability-smart and an employer of choice irrespective of race (which includes colour, nationality and ethnic or national origins), sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. The ethical and business case of ensuring that our workforce is representative of wider society is at the heart of what we do. **When we are recruiting, disabled candidates who meet all of the essential criteria will be offered an interview.**

**General terms and conditions of employment**

**Based:**

We offer opportunities for flexible working including variable start and finish times, hybrid or remote working. Staff are encouraged to work in the office (in London SE1) for our monthly social days.

**Hours:**

Our working hours are 9am-5pm (Monday – Friday), 35 hours a week. We offer opportunities for flexible working including variable start and finish times, hybrid or remote working.

**Length of contract:**

Permanent

**Salary:**

£65,000 to £66,500pa

**Probationary period:**

Six months.

**Annual leave:**

FTE 25 days per annum plus statutory and bank holidays (usually 33 days in total).

**After 3 months:**

Auto-enrolment Workplace Pension Scheme 8% of gross salary.

**After probation:**

* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* AXA Private Medical Scheme (PMI), or
* Westfield Private Medical cashback scheme
* Denplan Group Dental Insurance (non-contractual contributory).
* Employee Assistance Programme.

**Accessibility statement**

Business Disability Forum is committed to ensuring that all its information, products and services are as accessible as possible to everyone.

If you wish to discuss anything in regards to accessibility or if you require alternative formats, please contact Barnaby Powell:

Tel: 020-7403-3020.

Email: barnabyp@businessdisabilityforum.org.uk.

**How to apply**

Applications should be by CV and a supporting statement, of up to 400 words, detailing why you think you would be suitable for the role. If you require any adjustments to the application process please contact Barnaby Powell as set out below. Applications should be addressed to Barnaby Powell, HR & Office Manager, Business Disability Forum, Dowgate Hill House , 14-16 Dowgate Hill, London EC4R 2SU. If you are submitting your application by email please do so to barnabyp@businessdisabilityforum.org.uk

* Closing date for applications: Sunday, 24 November 2024
* First interviews are planned for 3, 4 & 5 December 2024.
* Second interviews are planned for week commencing 9 December 2024.

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For further information on Business Disability Forum please refer to [www.businessdisabilityforum.org.uk.](http://www.businessdisabilityforum.org.uk)