**Job description**

**Job title: Content Officer**

**Reporting to:** **Content Manager**

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 Content Officer will play a key role in managing and developing BDF’s Knowledge Hub, our unique resource library of accurate, authoritative, and up-to-date information on business and disability. They will be responsible for collecting, monitoring, and analysing data on the Knowledge Hub’s use and performance, and using these insights to create and deliver a digital content strategy. By applying SEO best practice and leveraging analytics tools, the Content Officer will optimise content, enhance user experience, and increase audience reach and engagement. In addition, they will support the Content team’s wider activities, including writing and proofreading content, assisting with video production, and undertaking other tasks to ensure the smooth and effective delivery of the team’s work.

**Key tasks and responsibilities:**

* Manage and maintain Knowledge Hub content – create and update pages using Kadence theme components, ensuring content and multimedia are accessible, accurate, and engaging.
* Carry out regular content audits – identify and fix broken links, page errors, missing alt text, and captions. Suggest improvements to enhance quality and accessibility.
* Conduct accessibility checks – review new and existing content to ensure compliance with accessibility standards, and work with colleagues to address any issues.
* Optimise performance through SEO and analytics – develop and implement the Content Team’s approach to SEO and performance analysis by monitoring trends, generating insight, and producing regular reports for the Leadership Team, the Board, and the wider organisation to inform decision-making and improve audience reach and engagement.
* Contribute high-quality written and multimedia content – write and proofread copy for web pages, video scripts, and short-form resources. Review images and videos for errors, formatting, and accessibility.
* Research and implement new digital features – identify web plug-ins or tools that could enhance online content, learn to use them effectively, and ensure they meet accessibility requirements before implementation.
* Maintain internal file storage – organise and update the Content Team’s file storage on SharePoint to ensure documents are easy to find, up-to-date, and properly archived.
* Provide flexible support – undertake other tasks and projects as required to support the smooth and effective running of the Content Team.
* Champion accessibility across all content – ensure accessibility standards are consistently maintained across the Knowledge Hub and wider BDF digital projects.

**Other (internal operational duties):**

* + Build productive and professional working relationships both internally and externally.
	+ Take part in own continuous improvement activities as required.
	+ Update and maintain accurate records on the SalesForce CRM.
	+ Complete, agree with manager, and maintain Objectives and Key Results (OKRs) on a biannual basis.
	+ Be familiar with, and at all times adhere to, BDF policies, procedures and values as set out in the Staff Handbook.
	+ Promote and comply with BDF policies on equality and diversity both in the delivery of services and in working relationships and 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:**

* None

**Working contacts**

**Internal**

* Content Manager.
* Head of Content.
* Technical Writer.
* Digital Manager.
* Digital Officer.
* Multimedia Officer.
* Colleagues within the wider team.

**External**

* Digital agency.
* Steering groups.
* Freelancers.
* Member and Partner organisations.

**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 managing and updating digital content, ideally using CMS platforms such as WordPress with Kadence or similar themes (A & I).
* Proven experience conducting content audits and implementing accessibility checks (A & I).
* Experience using SEO tools and website analytics to monitor and optimise digital content performance (A & I).
* Experience writing and proofreading web copy, video scripts, and multimedia content (A, I & T).
* Experience organising and maintaining digital file storage systems, preferably SharePoint or similar (A & I).
* Experience collaborating within a team environment and providing flexible support to meet team needs (A & I).

**Desirable**

* Experience delivering websites and digital content that are accessible to disabled people (A & I).
* Experience producing reports for senior leadership or board-level audiences (A & I)
* Experience researching and implementing digital tools or plug-ins to enhance online content (A & I).

**Skills**

**Essential**

* Strong written communication skills with attention to detail for proofreading and editing (A, I & T).
* Competency in SEO best practices and ability to analyse website analytics tools (e.g., Google Analytics) (A & I)
* Ability to create accessible digital content that meets recognized accessibility standards (A & I).
* Technical aptitude to learn and implement new digital features, plug-ins, or tools (A & I).
* Organisational skills to maintain digital assets and documentation with accuracy, and the ability to work autonomously (A & I).
* Strong interpersonal skills for building effective working relationships internally and externally (A & I).

**Desirable**

* Basic understanding of video production processes and multimedia content management (A & I).
* Familiarity with Salesforce CRM or similar database systems (A & I).
* Experience with user accessibility testing tools (A & I).

**Knowledge & Attributes**

**Essential**

* Knowledge of digital content management, including WordPress CMS and Kadence or similar themes (A & I).
* Strong understanding of SEO principles, techniques, and tools to optimise digital content performance (A & I).
* Knowledge of accessibility standards (e.g. WCAG) and their application to digital content (A & I).
* Commitment to promoting equality, diversity, and inclusion in content and workplace practices (A & I).
* Proactive, flexible, and able to manage multiple tasks and priorities effectively (A & I).
* Detail-oriented with a commitment to maintaining high standards of accuracy and quality (A & I).
* Collaborative team player who can also work independently with minimal supervision (A & I).
* Willingness and motivation to engage in continuous learning and professional development (A & I).

**Desirable**

* Awareness of issues related to disability and inclusion in the workplace or digital environment (A & I).
* Understanding of organisational policy frameworks and their practical application (A & I).

**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 are a hybrid workforce, with the majority of staff coming into the office one day per week to work with their team. Our team day is Monday. We are happy to discuss flexible working options with suitable candidates. The office is based at Dowgate Hill House, 14-16 Dowgate Hill, London, EC4R 2SU.

**Hours:**

9am to 5pm, 5 days or 35 hours per week; we pride ourselves on having a flexible approach to service delivery and are happy to discuss flexible working options with suitable candidates.

**Length of contract:**

Permanent.

**Salary:**

FTE £32,500 + benefits

**Probationary period:**

Three months.

**Annual leave:**

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

**After 3 months:**

* Workplace Pension Scheme 8% of gross salary.
* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* Private Medical Insurance Scheme, or
* Private Medical Cashback Scheme
* 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 about accessibility or adjustments, or if you would like this job description or other application information in a different format, please contact Barnaby Powell:

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