

Digital Content Executive

Reports to: Content Manager
Direct reports: None
Based: CQI office, Chancery Lane London.
Contract: Permanent, full-time (35 hours per week)

The Digital Content Executive will deliver content in line with overall business objectives, assist the Content Manager in writing, commissioning, editing and proofreading online and offline content for the CQI and IRCA brands, and assist in the promotional activities of the CQI.

Responsibilities

Creation, delivery and management of content

- Creating content for all of our publications and digital communications. This will include:
 - Writing articles and features to tight deadlines.
 - Commissioning articles and features from freelance writers, subject experts and stakeholders.
 - Generating ideas and leads for original content such as interviews, features and news, and contributing to design concepts.
 - Building a list of contacts, interviewing sources and transcribing the interviews.
 - Sub-editing copy, proofreading all pages and designs, and making corrections in InDesign.
- Assisting in the creation of multimedia resources such as video and webinars.
- Organising photoshoots.
- Uploading magazine to Flipsnack.
- Managing projects from concept to delivery, including managing stakeholders and budgets, and measuring progress and results to ensure successful delivery on time and on budget.
- Ensuring all publications meet commercial and communication needs, and their effectiveness is measured.
- Contributing to the CQI's social media activities currently via Twitter and LinkedIn.
- Utilising analytics and an understanding of our audiences to improve the planning and impact of our content.

Working with stakeholders

- Responsible for liaising with professional networks and content focus groups, including attending meetings of Special Interest Groups, Corporate Partners and other CQI and IRCA events to produce reports.
- Working closely with other departments to translate their ideas for content into reality, for example, taking the results of a piece of research, working with the team responsible to identify the key messages and developing content accordingly.
- Acting as an ambassador for the CQI, representing the organisation internally and externally.

Supporting and deputising for the Content Manager and Editor

- Supporting the Content Manager in meeting the communications strategy and in running the department, including assisting in the delivery of content meetings, planning for projects, proofreading, flatplans and budgets.
- Deputising for the Editor during the production process and at meetings, including liaising with external production teams such as the printers and our advertising contact, and signing off the final files on press day.
- Assisting with the team's administrative tasks, including processing invoices, managing the team inbox and responding to queries, and collating subscriber information to assemble address labels for Quality World.
- Reporting content analytics and on performance against KPIs.
- Any other activities as directed by the Content Manager, within reason.

Skills and behaviours

- Excellent proven writing and editing skills, both online and offline.
- Proven ability to create, edit and proofread copy for web and e-communications, including repurposing print content for web.
- An appetite to learn more about quality management and business.
- Enthusiasm and creative flair, actively contributing ideas to both editorial and design content.
- Confidence in speaking to, commissioning and interviewing a wide variety of people at all levels including senior colleagues and staff from external organisations and the general public.
- Ability to summarise technical or academic documents and adapt style, in language that is accessible to the target audience and in plain English.
- Ability to manage own workload to meet a variety of challenging deadlines.
- Self-motivated with the ability to work autonomously in and as part of a team.
- Excellent planning and organisational skills with the ability to remain calm under pressure.
- Excellent attention to detail.
- Strong project and time management skills.

Qualifications and experience

- Experience of working in an editorial or publishing role for an industry or business magazine or website.
- Experience of writing in a business context.
- Proven experience of writing and commissioning both print and online content, including features, news, interviews and opinion pieces.
- Experience of sub-editing and proofreading to a high level, with a good eye for detail.
- Experience of building periodical email newsletters and mailing out.
- Experience of updating website content to daily and weekly deadlines, working with content management systems.
- Experience of Adobe InDesign.
- Experience and knowledge of MS Office, in particular MS Word and Excel.
- A demonstrated interest and experience in social media.

Additional information

- This is a permanent, full-time position (35 hours per week, Monday – Friday) but we offer flexibility through our agile working policy.
- The role is based at our office on Chancery Lane, London. However, as part of our agile working policy, we offer flexibility around where you work.

If you are interested, please send a current CV and cover letter to careers@quality.org.

The Chartered Quality Institute is a professional membership body with a range of products and services aimed at raising awareness of quality (governance, assurance, improvement) and growing capability within organisations in all sectors. Operating under two brands, the Institute has a professional membership of 10,000 (CQI), as well as certifying over 10,000 people worldwide in the specialist profession of management system auditors (IRCA). Our courses and qualifications provide the industry standard for quality professionals.

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