



Role title: <b>Head of Content</b>	
Reports to: Deputy Director of Communications	Type of role: Volunteer / Unpaid
Location: London	Direct reports: 5-5

## Purpose of the Role

To ensure we grow our impact and grow our voice we're looking for a Head of Content to lead our editorial efforts across multiple platforms. Reporting to the Deputy Director of Communications you will work on a series of exciting initiatives to extend the reach and impact of our content.

You will lead the charge in creating new, innovative and engaging ways for Pride in London to reach our goal of empowering, connecting and inspiring our community to live authentically and to their full potential.

## Role Responsibilities & Experience

### Responsibilities

- Create and socialise a content strategy and plan (content calendar) for Pride in London's key moments that integrates across all channels
- Make our creative assets work harder and maximise our existing and future efforts
- Build and lead a content team of volunteers (both core team and casual) across photography, video, editorial, editing and creative production
- Oversee content across all areas of Pride in London so that it is stored, shared, tagged and accessible
- Work with other teams to capture their content needs and work with the Marketing team to align with brand standards and campaign production
- Inspire a culture of content creation across the entire of Pride in London
- Ensure content is based on insight, tested, optimised and on-brand ready for deployment across multiple channels and campaigns

### About you

- Able to work in a fast paced and dynamic team leading and inspiring passionate volunteers to bring the best out of them
- Deep knowledge and passion for diversity, equality and inclusion, you need to be on top of what's coming up, what's going out and where we should be focusing
- A good network, passion and experience of content production
- Able to work with brand guidelines to ensure creative consistency
- Able to understand relevant trends and translate these into innovative content
- Good organisational skills, reliable and efficient

### Time Commitment

- This is a role that requires long-term commitment. Time required will vary week by week. On average, you can expect the post to take 5-10 hours per week.
- All work is carried out at home, although we will require attendance at regular Communications Team Meetings (usually on a Saturday morning in central London).