

Directorate	Strategy and Change	Reports to	Director, MP Services, Strategy and Change
Security level	Counter Terrorism Check	Salary band	GRADE D
Salary range	£52,000		
IPSA reference	CM24		

Overview and context

A key role managing the content, technical, and strategic aspects of IPSA’s three websites – the MP website, the public website and the Compliance Officer’s website – as well as IPSA’s intranet. The role-holder also designs, produces, and edits IPSA’s internal and external editorial, video and audio content and provides governance, guidance, and support for all content production across the organisation, ensuring material is on brand, accessible, and engaging.

Working with teams across IPSA and external third-party suppliers, the role-holder is responsible for creating and maintaining information architectures, publishing, proofing, and editing of IPSA’s websites, webinars, editorial products, and graphics for digital, print, and social media.

The role reports to the Director, MP Services, Strategy and Change within the Strategy and Change function but works closely with the Technology, Communications, Policy, and customer facing teams to ensure high quality content is developed and delivered across internal and external platforms and media, as well as contributing to the wider strategic digital needs of the organisation.

Key responsibilities

- Leading the development and delivery of IPSA’s digital content platforms – managing the technical and strategic aspects of the MP, public, and Compliance Officer websites in collaboration with external suppliers and internal IPSA teams, including the product backlog, publishing workflows and issues, and information architecture.
- Managing external facing website content editorial – including sub-editing, writing, and proofing, content design, and structure – ensuring all content is consistent, on brand, accessible, and engaging.
- Managing the technical aspects, structure, and content of IPSA’s intranet, including page creation and design, architecture, and editorial.
- Managing all video, and audio content for webinar production, as well as production and editorial of all customer-facing publications, and creating all graphics for digital and print products and social media.

- Establishing and maintaining content governance principles and workflows, providing guidance and support for all content production across the organisation using brand and style guides, templates, and glossaries.
- Carrying out autonomous projects and other pieces of work, as well as contributing to wider IPSA projects, as required.
- Living and breathing IPSA's values of staying connected, seeing the bigger picture, being open, doing the right thing, and making a difference through all that you do.

IPSA is a learning organisation. We constantly review our work against our customer's need and assess the environment in which we operate so that we can continuously improve. Therefore, the list of key responsibilities may adapt and change over time within the spirit and nature of organisational change and the development of the role.

What we're looking for

You'll have bags of experience in developing digital content and websites, creating compelling and engaging content that's simple to read and understand. You'll be incisive and end-user focused, using your editorial prowess to positively influence how our customers and the public feel about us and to support trust in democracy.

You'll be articulate, with excellent copywriting skills and laser sharp attention to detail, simplifying complex information into plain English. Through high collaboration, you'll work with busy teams to seek insight and approval. Your proven project management skills will help you to deliver complex editorial projects across multiple stakeholders, to schedule and budget, while your commercial acumen will result in an innovative approach to repurposing content and delivering value for money and cost-effective solutions.

You'll dazzle with your creativity and confidence, building engaging and user-friendly content across multiple channels within a limited budget, and you'll be relentless about IPSA's brand and style of communication, helping to build IPSA's profile externally.

You'll be digitally driven with an excellent understanding of search functionality, site navigation, content optimisation and web analytics. You'll be a pragmatic problem solver, proactively seeking solutions and going the extra mile to achieve outstanding results.

The experience and technical level required for the role, along with personal qualities, skills, attributes, and qualifications (where relevant) are listed below.

Essential

- Digitally driven with high levels of knowledge and experience of developing digital content and content architecture.
- Significant experience in strategic website content management, creating and delivering website content strategies aligned to organisation objectives.
- Highly articulate with excellent copywriting skills.
- Outstanding proofing, editing, and design capability with high attention to detail.
- Exceptional creativity with editorial, video, and audio creation experience, fluent in the use of Adobe InDesign, Photoshop, Illustrator, Premiere Pro, Audition and MS SharePoint.
- Experience in managing project timescales and adapting/prioritising to ensure deadlines and budgets are met.
- Strong problem-solving skills.

Desirable

- Familiarity with a range of content management systems (or extensive knowledge of Contentful) for creating and publishing content.
- Familiarity with analytics tools, especially GA4, and using data to assess and improve content.
- An understanding of the political environment within which IPSA operates.
- Ability to manage budgets and supplier procurement processes.
- Ability to organise and prioritise own workload, working productively to tight deadlines.
- High level of IT skills, including Word, Outlook, Excel, and PowerPoint.
- High speed/fibre broadband at home.