



Job Description - Head of Content and Channels

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Head of Content and Channels
Directorate	Engagement and Income Generation
Department or team (if applicable)	Digital and Content
Reports to	Director of Engagement
Direct reports	Digital Engagement Lead Content and Creative Lead
Job location	London office with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

This role leads content and engagement strategy across the organisation. It oversees digital channels and ensures our content is clear, accessible and effective.

The postholder drives creative and editorial standards, builds capability, and ensures content and channels deliver impact at scale.

Section 3 - Key responsibilities and accountabilities

	Responsibility or Accountability
1	Lead content and engagement channel strategy Set strategic direction for content and channel activity, ensuring alignment with organisational priorities and audience needs.
2	Commission, develop and govern content Oversee content commissioning, creation and distribution. Shape editorial voice and ensure alignment across all channels and organisational outputs.
3	Drive digital channel performance Optimise performance across owned and paid channels. Use insight to grow reach, support income generation and deepen engagement.
4	Strengthen content governance and continuous improvement Promote strong planning, evaluation, innovation and shared learning across content and channel functions.
5	Uphold visual design and user experience standards Ensure design and UX approaches support clarity, accessibility and consistency across public-facing platforms.
6	Manage reputational risk and compliance Safeguard the organisation's reputation by managing risk, accuracy, tone and security across all public channels and campaigns.
7	Support strategic engagement planning Work with colleagues across Engagement and Income Generation to align content and channel plans with campaign and organisational priorities.
8	Lead and develop multidisciplinary teams Line manage content, creative and engagement channel leads. Build clarity, capability and collaboration across teams.
9	Influence organisational strategy and direction Co-lead the Engagement Activity Group and play an active role in shaping strategic priorities and engagement decision-making.
10	Champion innovation and emerging practice Explore new approaches to engagement content and channels. Lead testing, insight-sharing and the adoption of emerging best practice.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of content assets, brand assets, digital platforms and campaign documentation within scope of role.
Staff or volunteers	Line management of two senior leads: the Digital Engagement Lead and the Content and Creative Lead. Indirectly supports and develops a multidisciplinary team spanning content, creative, editorial, social media, paid media, UX research and email marketing. Expected to mentor and influence colleagues across the Engagement directorate and support cross-functional collaboration.
Budget	Responsible for the development and management of a core delivery budget of approximately £200,000. Tracks and influences budgets for content production and channel activity. Responsible for planning, prioritisation and effective use of time and resources within agreed scopes. Accountable for demonstrating value, reach and engagement impact across owned and paid channels.
Key relationships	Director of Engagement Heads of Digital Delivery and Planning, Brand and Marketing Content and Creative Lead, Digital Engagement Lead Press and PR, Research Communications, Services and Support, Income Generation, Policy and Campaigns teams Engagement and Income Generation colleagues across campaigns, fundraising and volunteering Transformation programme leads and external affairs colleagues Audience insight, brand and data leads Creative and media agencies, freelance partners and platform providers Executive Group and Leadership Group IT, Data and Compliance teams

	Project Management Office and other Heads of Team
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	A clear and joined-up content and channel strategy Strategy is insight-led, audience-focused and aligned to organisational priorities and planning cycles.
2	Strong, consistent content governance and standards Content meets brand, tone, accessibility and quality expectations across formats, platforms and campaigns.
3	Growth in reach and engagement performance Digital channels deliver improved audience reach, retention, conversion and income performance, supported by strong analytics and evaluation.
4	Effective cross-organisational commissioning and planning Teams are supported to plan, brief and prioritise content and channel activity with clarity and coordination.
5	High-performing teams and collaborative culture Multidisciplinary teams feel supported and empowered. Practice is shared and learning is embedded.
6	Visible strategic leadership across the Engagement function Plays an active role in co-leading the Engagement Activity Group and shaping organisation-wide engagement practice.
7	Innovation in formats and engagement approaches New formats and approaches are tested, evaluated and shared. Innovation supports better audience connection and team learning.

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	4		X		X
Open to change and innovation	5	X		X	
Sound decisions	4		X	X	
Collaborative working	5				X
Effective communication	5			X	X
Outcome focussed	4	X			X
Inclusivity	4				X
Accountability	4	X	X	X	X
Tech savvy	4	X		X	

Level	Description
5	Strategic Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.
4	Expert or recognised authority Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.
3	Complex These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.
2	Enhanced These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..
1	Foundation People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.

Section 7 - Qualifications and training

Qualification or equivalent	Awareness of accessibility standards (e.g. WCAG) and information security (e.g. GDPR, ISO27001) Familiarity with brand guidelines, tone of voice frameworks and organisational content standards Use of planning and performance tools (e.g. Microsoft Planner, DotDigital, Sprout Social, Google Analytics)
Internal training	Business planning, procurement and budget management (where not already held) ISO responsibilities aligned to the role
Other professional training or qualifications	Evidence of continuous professional development in content strategy, digital engagement, UX or leadership Relevant qualifications or training in digital content production, audience insight or user experience (desirable)

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview.

Requirement	Essential	Desirable	Tested*
In-depth knowledge of content strategy, commissioning, channel management and audience engagement	X		A / I
Extensive understanding of accessibility standards (e.g. WCAG), brand governance and tone of voice	X		I / T / P
Awareness of user experience principles and digital content design for accessibility and clarity	X		I
Familiarity with analytics tools and insight-led content planning (for example, GA4)	X		I
Knowledge of content evaluation, reporting and performance measurement	X		A / I
Relevant qualifications or training in digital content, engagement, UX or communication	X		A
Proven experience leading content and channel strategy in a complex or cross-organisational environment	X		A / I
Experience of commissioning, producing and evaluating multi-channel content, campaigns and appeals	X		A / I
Experience of line managing multi-disciplinary teams, including creative, editorial and engagement roles	X		I
Experience driving brand alignment, content quality and accessibility standards across teams	X		I / T
Experience managing digital content risk, compliance, accuracy and reputational safeguards	X		I
Experience collaborating with insight, fundraising, policy or service teams to plan and prioritise content	X		I

Excellent written and verbal communication skills, with the ability to influence at senior level	X		I / T
Excellent editorial judgement, with a focus on audience needs, clarity and brand integrity	X		I
Ability to foster inclusive, collaborative and high-performing team cultures	X		I
Comfortable with complexity, ambiguity and shared decision-making	X		P
Committed to innovation, continuous learning and best practice in content and engagement	X		P
Experience contributing to the development or delivery of income-generating campaigns or appeals		X	P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and a Disclosure and Barring Service/AccessNI/PVG scheme check will be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	Occasional travel to offices or partner locations for planning, collaboration and events
Unsocial hours	Occasional flexibility required in line with campaign launches, organisational events or external opportunities

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