



CLARION
HOUSING GROUP

Role profile for the position of

Content Producer



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Job title: Content Producer

Reports to: Content Marketing Manager

Main purpose of the role

Background: Latimer is the development arm of Clarion Housing Group. We deliver affordable, desirable housing for private sale and with shared ownership through Clarion Housing Association Limited – Britain’s largest housing association. We are a developer as well as landlord – our residents are at the heart of what we do and we’re committed to doing our best by them.

As part of an ambitious rebranding exercise the Group’s shared ownership property sales are now marketed and sold as Latimer products, alongside private sales. A new brochure website, latimerhomes.com was launched at the end of June 2021 to support the digital transformation.

The role: The digital marketing team is a brand new team within the residential marketing team at Latimer. You’ll join the Content Marketing Manager, Social Media Marketing Manager, Digital Marketing Executive and Marketing Administrator.

Reporting to the Content Marketing Manager the Content Producer will work closely with a team of in-house marketers who create compelling web and social media content focussing on consumer needs. This versatile and rewarding role will suit a passionate digital content designer/writer who is a confident and highly organised individual eager to meet the challenges of a transforming business.

Key Accountabilities

Our Content Producer will design and deliver engaging, accurate and relevant consumer-facing multimedia content to drive customer reach and engagement across all channels. You’ll have the natural ability to craft compelling copy in the voice of the customer (VOC) and be responsible for the following:

- Contributing to the marketing team's web strategy, content strategy/planning and SEO strategy.
- Working with subject matter experts (SMEs) where necessary, producing new content designed to improve reach across a range of channels.
- Working with the Social Media Manager to support management and moderation of social media channels.
- Collaborating with members of the marketing team to create a range of high quality, high impact digital assets (eg, audio and video clips, and infographics).
- Acting as a source of expertise on content creation, empowering and supporting the wider marketing team to create great content themselves.
- Managing the content approval process and picking up editing and publishing duties.
- Content quality control, ensuring adherence to accessibility and style guidelines across the Latimer marketing team.
- Ensuring that all content meets the editorial, brand, style and tone of voice standards.
- Commissioning content from third party creative/PR agencies, including project management, brief writing and reviewing creative work.
- Carrying out results analysis to understand what works and why and acting on it, producing follow-up reports to share learnings



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- Working with colleagues from across the organisation to ensure digital opportunities are executed effectively.
- Ensuring timely, engaging and accurate updates to website pages. Supporting marketing leads with Development website listings pages.
- Implementing content design principles and optimisation across the website's core content, working with internal Technology and Change colleagues and external agencies.
- Strong writing, grammatical and editing skills along with the ability to make consistent, confident judgments about content.
- A super-user for the website and other content management systems.
- Understanding and optimising the web architecture, supporting technologies and content structure, ensuring effective and engaging customer journeys.

Experience and pre-qualification criteria

Essential

- Experience of using content management systems and creating/managing multiple content types (copy, video, infographics etc).
- A solid understanding of the principles of SEO.
- Good knowledge of the social media environment and some experience of creating content for social media channels and blogs.
- Excellent skills in proactively researching, identifying strong narrative angles to deliver engaging new content.
- Proven expertise of successful written communications with an excellent journalistic style of writing, strong editorial judgment and the ability to convey a complex message in a concise way.
- Confident and strong communicator with acute attention to detail, ensuring accuracy at all times.
- Ability to work to tight deadlines, to juggle competing workloads and deadlines.
- Proficient in Google Analytics and MS Office based programmes (Word/PowerPoint/Excel/Outlook and Teams)
- Strong networking and relationship building skills, confident to work as a team of one, as well as collaboratively in a team of many.
- A positive and can-do attitude, able to adapt to changing circumstances with flexibility and good humour.

Desirable

- Good knowledge of housing-related topics, including basic financial facts that may affect consumers
- An alertness to broader issues in the media that might have implications for consumers and their decision-making process
- Experience of:
 - Content management systems (eg, Sitecore).
 - Customer relationship management platforms (eg, Microsoft Dynamics 365).
 - Adobe Creative suite or an interest in learning.
 - Animation creation or an interest in learning.
 - Briefing film and/or photographic shoots.
 - Working with and/or for developers, house builders, property-industry consultants or agents.