

Role and person profile

Post title:	Content and Resource Producer – Campaign	Location:	Guildford/Manchester
Division:	Qualifications and Markets	Department:	Markets
Responsible to:	Content and Resources Manager	Responsible for:	n/a
Scale:	6	Competencies:	Core Competency L1
Post no:	3643		

Section 1 – Accountabilities

Main role purpose:

To manage the Content and Resources stream (strategy, delivery and improvement), producing material for campaigns that support AQA's Go-to-market and Q&M strategies. The material relates to all inbound content designed to drive retention or acquisition such as; webinars, infographics, blog posts, case studies and video.

Key result areas:

Key result areas	Outcomes
Customer (external or internal) Trusted and reliable products and insight that build AQA's reputation and influence	Demonstrate commercial understanding in delivering material that meets customer needs and aligns with Q&M and Go to Market strategic objectives.
	Request and analyse data with Lead Strategists, Campaign Strategists and Analysts, and Insight and Reporting. Use data to understand what customers need and deliver on such needs.
	Spot opportunities to learn what customers want, driving that research to ensure findings are utilised across the team.
	Collaborate with Associates, Agencies, C&R and internal subject matter experts to deliver materials that delight customers and challenges 'the way we've always done things at AQA' looking at digital material progression opportunities.
Finance Sound financial management and a robust asset base	Ensure that internal costs for content production are managed with the ARM team and third party payments are managed through PO process.
Internal processes	Drive the creation and execution of Campaign Content strategy and plans within the Content and Resources annual plan.
	Lead team of self, Content Producer and Content Coordinator, driving team development and continuous improvement.
	Adhere to C&R production processes, ensuring material produced meets AQA

	Quality Framework and adheres to Ofqual Conditions of Recognition, copyrights, AQA's Wider Interests Policy while following content best practice transactional, transitional or trust-building.
	Ensure all content that the stream produces aligns with AQA Quality framework, content best practice and is transactional, transitional or trust-building.
	Maintain lifecycle of campaign content, following content management process, ensuing content is viable (within copyright, within customer needs' timeline, links maintained and quality standards met).
	Monitor success of content in line with C&R team's measurement and reporting framework.
	Make improvements to process to drive quality and efficiencies.
	Make suggestions for improvement across the whole team, supporting managers and peers to initiate such changes.
People and culture	Work collaboratively, in line with AQA values and Q&M behavioural framework with AQA colleagues, Associates and third parties in co-creating material.
	Actively build positive relationships across the business, with managers, colleagues and Associates.
	Participate in professional development, role-modelling continuous learning and knowledge sharing within own areas and across the organisation to ensure continuous improvement and current thinking is utilised.
	Work with others across the team to drive quality by supporting and developing skills.
	Display leadership behaviours with confidence and provide clarity, challenge, feedback, coaching and development, in order to assist other areas of the business to achieve their own goals in line with business objectives.

Section 2 – Key relationships

Key internal relationships:

- Content and Resource (C&R) colleagues
- Lead Strategists and Market Strategists – strategic direction and decision-making
- Campaign Managers – messaging, objectives, direction for campaign
- Campaign Project Manager – planning, budget handling and deadline setting
- Associate Resource Management – managing and contracting Associate authors
- Associates – material authoring
- Curriculum – curriculum expertise and insight, and authoring
- Corporate Communications – brand expertise and communications' support
- Libraries – copyright support

Key external relationships:

- Third party suppliers (agencies and video production houses)

Additional information

As the postholder may be visiting our customers, including schools and colleges, he or she is required to complete a Child Safeguarding Declaration in line with the AQA Child Protection Policy.

Section 3 – Person profile

Behaviours	Level
Collaborative: works with others to achieve the organisation and team vision, contributing expertise and developing self and others to achieve excellence	A/I/T/P
Innovative: challenges self and others to create solutions and strives for improved ways of working	A/I/T/P
Empowered: understands individual part to play in achieving success; takes ownership and accepts accountability	A/I/T/P
Positive: takes a flexible, forward looking, solutions focused approach	A/I/T/P
Ambitious: consistently aiming high and delivering for our customers	A/I/T/P
Qualification	
Relevant degree or equivalent qualifications and/or equivalent work experience	A/I
Experience of working in a similar role within a dynamic working environment	A/I
Knowledge and Skills	
Editorial skills to ensure material is fit for purpose	A/I/T/P
Attention to detail to ensure material meets quality standards	T/P
Build and maintain relationships with internal and external subject experts	A/I/P
People management – the ability to support team in delivery and individual's development	A/I/P
Excellent stakeholder management and conflict management skills	A/I/P
The ability to work collaboratively to co-create material	A/I/P
The ability to write a clear brief to effectively communicate requirements	A/I/P
Copywriting for a range of mediums including web, social media, brochures and presentations	A/T/P
Excellent written and verbal communication skills	A/I/T/P
Organisational skills – the ability to deliver a number of activities to time and budget	A/I/P
The ability to performance manage internal and external parties to ensure requirements are met	A/I/P
An ability to empathise and understand the end-user and the context in which the content will be consumed	A/I/P
A good understanding of the educational landscape	A/I/P
Creative and innovative - the ability to translate the proposition and strategic requirements to meet a number of desired customer experiences	A/I/T/P
Ability to work independently, to take initiative and be proactive	I/P

Good interpersonal skills, with the ability to work effectively as part of a team	I/P
Good negotiation skills – ie the ability to negotiate with internal colleagues, publishers and 3 rd parties	I/P
Pragmatic approach to delivering outcomes	P
Experience	
Proven experience in content production	A/I/P
Proven experience of developing, implementing and managing the application of policies, procedures and processes	A/I/P
Experience of dealing with conflict and difficult situations in a constructive manner	A/I/P
Experience of managing stakeholders and complex priorities	A/I/P
Core Competencies <i>[the role holder will be able to demonstrate proficiency in the following core competencies to a level appropriate to the role – the 3 competency levels are defined in the Q&M competency framework]</i>	
Customer Service	1
Developing and managing self	1
Leadership	1
Planning & Organising	1
Change Management	1
Effective Communication	3
Problem Solving	2
Commercial Focus	2
AQA's Behaviour Framework which is assessed through the selection/probation process	
Assessment key (criteria to be assessed at the selection stage)	
A – application (it is essential to provide evidence on application for shortlisting purposes)	
I - interview	T – test (or work sample)
	P – probation