



Ambitious



Trusted



Collaborative



Innovative



Effective

Job Profile

Job Title

Customer Content Manager – Digital Products

Location

Home based with regular travel to London and across England

Reporting to

Head of Customer Management

Term

Permanent

Salary Range

£40,000-£50,000

Pay Level

Manager

We are the national body for careers education in England, delivering support to schools and colleges to deliver modern, 21st century careers education.

The Careers & Enterprise Company is a great place to work. We operate within a fast-paced and collaborative environment. We are brought together by one thing: our passion to ensure young people get the best possible start in life and are supported to find their best next step.

Do you want to be part of a mission-driven team focused on transforming young people's lives? If so, we'd love to hear from you!

Role Summary

The Careers & Enterprise Company's suite of digital products enable our customers to work more efficiently and deliver the impact they need to support each young person to take their best next step.

The Customer Content Manager position has been created in response to the successful growth in user adoption of our digital products. Reporting to the Head of Customer Management, the postholder will lead the development of our content for our [digital products](#) across all of our customer-facing channels.

They will work closely with colleagues, stakeholders in our network and customers to support wider engagement across the sector leading to improved acquisition, activation and retention of customers.

Key Responsibilities

The main responsibilities include but are not limited to:

You will work closely with colleagues across CEC to shape the delivery of innovative 'self-serve' initiatives to attract more schools to start their upgrades and engage existing users to help them realise the full potential of Compass+ in their schools.

Attract schools to upgrade to Compass+

- Design and deploy compelling content across CEC's digital channels that prompts schools to start upgrading.
- Lead the creation of effective self-serve customer journeys for Careers Leaders; MIS/IT Managers and Data Protection Officers to support their upgrade experiences.

Drive behaviour change in schools to increase effective use of Compass+

- Creating effective self-serve customer journeys across CEC's digital channels to encourage Careers Leaders to embed product use in their daily work.
- Creating great examples of practitioners' use of Compass+, share these across our digital channels and with our partners, our communities of practice and stakeholders across our wider Network.

Encourage stakeholders to use other CEC digital products and get the most from them, such as: -

- Help Centres embedded in our products
- Digital Hub
- Resource Directory
- Find a Provider Directory
- And any other new products CEC releases

Lead the day-to-day management of contractors, agencies and partners who support the creation and delivery of our content.

Work closely with colleagues in the digital products customer team to ensure customer satisfaction KPIs are met.

Qualifications and experience required

Essential:

- Significant experience within a similar role
 - successfully developing and implementing an effective content strategy
 - directly writing and editing compelling content for a range of audiences
 - commissioning content from contractors and /or suppliers
 - actively using customer insight and, or user data / analytics / customer feedback to continually optimise customer engagement
- Strong track record of successfully working with cross-functional teams
- Experience of effectively managing contractors, suppliers and/or agencies, and successfully working with partners

Desirable:

- hands on experience using Salesforce or another CRM system and integrating with tailored customer journeys
- an understanding of the national educational landscape in England

Skills and core competencies

- Creative in solving problems. Can generate engaging ideas whilst keeping an eye on the details, operationalise them and deliver effectively
- Excellent communication skills. Adept at collaborating, influencing others and persuading them to follow your lead
- Proactive and able to work independently. With strong operating instincts, organisational and analytical skills
- Adaptable and can readily overcome ambiguity. Thrive when working in a fast-paced agile environment
- Curious about our products and passionate about understanding of how they add value for our users.

Job Profiles are not part of the terms and conditions of employment and may be subject to change.