

**BUSINESS
LDN**



**JOB DESCRIPTION
HEAD OF CONTENT**

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Reporting to	Deputy CEO
Team	Communications and Campaigns
Contract Type	Permanent
Working Pattern	Full time
Salary	£55,000

We're delighted you're considering joining us at [BusinessLDN](#). We offer a fantastic place to work with plenty of employee focused benefits along with a flexible and inclusive working environment.

ABOUT THE ROLE

We are seeking a Head of Content to lead our content strategy and execution, with a primary focus on supporting business development and sponsorship efforts. The successful candidate will be responsible for creating, managing, and optimising high-quality content across various platforms to engage stakeholders, support our advocacy, enhance our brand and drive business growth. The post holder will report to the Deputy CEO, working closely with the heads of events and commercial and colleagues across the business. (They will have responsibility for line management of marketing managers).

ABOUT THE CANDIDATE

The individual will be a proactive communications professional with experience of delivering creative and targeted content that has demonstrable impact. Excellent verbal and written communication skills are a prerequisite, as is an ability to deliver outstanding outputs for different audiences and across a wide range of different platforms. Experience of working across teams and turning technical information into more accessible copy for marketing, business development and campaigning will be an advantage.

ABOUT BUSINESSLDN

At BusinessLDN, our mission is to make London the best city in the world in which to do business, working with and for the whole UK. We work to deliver the bigger picture, campaigning to tackle today's challenges and to secure the future promise of London. We harness the power of our members, from sectors that span the economy, to shape the future of the capital so Londoners thrive and businesses prosper. We support business to succeed — locally, nationally, globally. We link up with other cities around the UK, to ensure the capital supports a thriving country. We campaigned for the creation of the office of London Mayor and Transport for London, for the Elizabeth Line, for congestion charging, and we incubated Teach First.

KEY RESPONSIBILITIES FOR THIS ROLE

Content Strategy and Planning

- Devise and deliver a holistic content strategy which leverages various channels including the website, social media, email marketing, and events to support our campaigning, recruitment and retention of members and raise brand awareness.
- Exploit the full range of content – from policy reports, speeches, and events – and identify new ways to engage with key audiences, including create agile bite-sized forms.
- Updating and embedding improved planning via a central grid system to provide visibility of all priority communications, campaign activities, and stakeholder engagement and to ensure a consistent flow of high-quality content

- Work with internal colleagues to create project plans for headline outputs to ensure our activity is fully optimised for impact and supports business development.
- Ensure the website is a compelling shop window for the organisation and is aligned with the new five year strategy.
- Ensure all content maintains a consistent tone and voice that aligns with BusinessLDN's values and messaging.

Business Development and Events marketing support

- Develop content that supports business development initiatives, particularly around new sectors as well as to drive attendance and sponsorship of our events programme and other commercial products and services. This includes developing proposals, pitches, presentations, and marketing collateral.
- Work closely with the business development, events and policy team to tailor content that resonates with potential targets.

Campaign Planning and Execution

- Implement SEO best practices to increase content visibility and organic traffic.
- Use analytics to measure content performance and adjust strategies accordingly to optimise engagement and ROI.

WHAT WE'RE LOOKING FOR

Criteria	Essential	Desirable
Experience of understanding complex policy / technical content and translating that into compelling, digestible content.	✓	
Strong organisational skills, with proven ability to prioritise and deliver multiple parallel tasks to deadline	✓	
Established experience in developing, executing, and analysing marketing campaigns with a focus on ROI	✓	
Excellent copywriting, editing and proofreading skills and ability to write on-brand with real attention to detail	✓	
Motivated, hands-on team player with strong people skills: ability to work both collaboratively and autonomously, problem solve and develop highly functioning working relationships.	✓	
Demonstrable experience of working on campaign themes, strategically planning media interventions to maximise impact.	✓	
Experience in a membership organisation / B2B environment		✓
Experience audio-visual and/or creative design experience		✓