

## Job Description

### Job Title: Content Editor

#### **About SLC**

Student Loans Company is a non-profit making Government-owned organisation set up in 1989 to provide loans and grants to students in universities and colleges in the UK. We are responsible for student support delivery in the UK.

#### **Company Mission**

We enable our customers to invest in their futures by delivering secure, accurate and efficient assessment, payment and repayment services.

#### **Company Vision**

Our vision is to be valued as a digital, customer-focused, centre of excellence.

#### **Job Details**

#### **Overview of department:**

The Content Editor works in the Marketing Department within the Product Development & Digital Customer Directorate. The department's main responsibilities are to ensure that all communications produced are customer driven, digitally-focused, fully integrated with technical systems and operational processes and provide a consistent and positive customer experience throughout the customer journey.

#### **Grade:**

G3

#### **Reporting to:**

Executive Editor, Marketing

#### **Budget Responsibility:**

N/A

#### **Line Management Responsibility:**

N/A

#### **Job Purpose:**

The Content Editor will create, edit and disseminate compelling and customer-focused content across its print and electronic product set.

The main objective will be to produce compelling content, ensuring it is written to an excellent standard and incorporates input from key stakeholders throughout the business while remaining factually correct.

Working closely with the Executive Editor and the Campaign and Communications Manager, your main focus will be on producing original content in a variety of styles, then reviewing, condensing,

correcting and arranging material (text, articles, images, sound, video, or film) and preparing it for final presentation/publication.

**Key responsibilities:**

- Create, edit and disseminate content across SLC's corporate and devolved authorities print and electronic product set, within the agreed standards and deadlines
- Review and correct material (text, articles, images, sound, video, or film) and prepare it for final presentation / publication
- Continually improve copy, adapting the text where necessary to ensure it is appropriate for the target audience.
- Create, manage and follow content and marketing campaign plans
- Correct spelling and grammatical errors, check facts and ensure style consistency throughout
- Ensure content is maintained to the very highest quality standards; thoroughly proof read and quality check on an ongoing basis, making sure content is plain English compliant.
- Work closely with other Marketing teams to ensure all online customer-facing content is consistent with offline content and materials.
- Liaise and communicate effectively with a range of internal colleagues, stakeholders and external suppliers

**Knowledge, Skills and Experience:**

- Experience within a media/communications based environment
- Be educated to degree level in a relevant discipline or hold similar industry standard
- Have proven effective writing skills across a number of mediums including print and online
- PC literate in all MS applications, and the internet
- Plain English trained desirable but not essential
- Good skills in managing deadlines, timetables, multi-tasking and priorities.
- Strong organisational skills and ability to work well under pressure
- Be an excellent communicator and have the ability to liaise with others at all levels
- Have a knowledge of the education sector - preferred