

Role Profile

Role title: Content Lead (CL)

Reports to: Head of Member Services (HoMS)

Date: January 2024

Job purpose:

To be responsible for developing and managing BACP's content strategy and supporting the member service department in the sourcing, recommendation, collaborative commissioning and curation of 'learning' and 'knowledge' content. Ensuring the content developed by BACP is contemporary, innovative, relevant, supportive to members and aligns with the organisation's strategic goals. Resulting in BACP maintaining the market lead and supporting a defined member proposition that improves member satisfaction, relevancy and retention.

Financial: No direct budget responsibility, indirectly impacts the income of all chargeable content delivered to our members, including commissioned of content.

Staff: None

Other: Subject Matter Experts (SME's) internal and external, Journal Editors, key internal and external stakeholders across the organisation

Principal accountabilities:

1. To be responsible for the creation and implementation of the departmental strategic content plan for the development and innovation of a cohesive content approach. Ensuring that identified content workstreams align with the organisation's strategic goals.
2. Research, identify and recommend content through the sourcing of key specialists (SME's) for all organisational CPD events and digital resources, ensuring recommendations meet the agreed aims and objectives of the relevant projects and workstreams.
3. Aligned with the content strategy, to research, identify and evidence the organisations content workstreams through the reviewing of received proposals. Make recommendations in relation to the priority matrix and allocating content to the most appropriate channel for building a strong content portfolio.

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4. Identify, develop and maintain partnerships and collaborative working relationships with internal and external partners with the aim of identifying and maximising potential content delivery opportunities.
5. Pro-actively develop and contribute to cross association content focus groups, making links where appropriate to ensure identification of key themes resulting in the cohesive, accurate and accessible content delivery of member resources.
6. To work with journal editorial teams to understand planned content themes and to align internal content production to wider organisational communications where appropriate.
7. Conduct research and gather market data for the organisation to use to identify well-informed topics and themes and highlight any gaps in content creation.
8. Manage and implement metrics that actively measure the performance of the content delivered by the department against the organisational strategic goals.
9. Assist with the development and collection of relevant member service statistical data to inform the identification and development of current and future member products and services.

BACP Principle accountability

- To be a brand ambassador - professional, creditable, helpful and friendly, proud and knowledgeable. Uphold the brand values and demonstrate these at every opportunity, through verbal, written and face to face communication.

Context:

Operating environment: Requires the ability to work with a range of internal and external stakeholders, understanding content research and curation within a member service setting.

Understanding the needs of the BACP's membership and converting this knowledge into content opportunities supporting a relevant and contemporary member proposition.

Framework & boundaries: Supports the research, recommendation and curation of content to enable the development of a range of innovative knowledge and learning member resources. Autonomy to make decisions and identify areas for strategic development that compliments organisational strategy. Consult with line manager on wider strategic decisions.

Organisation: Role sits within the member services department. Requirement to collaborate closely with most BACP departments,

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specifically Member Resources, Professional Standards, Ethics, Policy, Research and Communications

This role will allow each team to concentrate on their expertise by identifying and developing content that can be delivered in the most appropriate and accessible formats.

The role will ensure BACP is constantly sourcing new and emerging contributors of content and support the aim for 'knowledge' content to be coordinated and focussed rather than randomised.

Relationships:

Manager: Daily contact, bi-weekly management meetings, monthly 1-2-1s. Autonomy in role but support available if needed

Other contacts: Internal relationships with other BACP departments and key external stakeholders/partners.

Knowledge & experience:

- A professional qualification or a minimum of two years' experience in similar role.
- The confidence and capability to build strong relationships with key internal and external stakeholders.
- A clear communicator, with the ability to communicate and negotiate effectively with a variety of stakeholders and partners.
- Experience of researching and identifying key trends and making recommendations for new and innovative content relevant to the intended audience.
- An understanding of equality and diversity to ensure content is appropriate for intended audience.
- Empathy with and understanding of ethical values in relation to counselling and psychotherapy.
- Ability to work on own initiative and as part of a wider team, prioritise work with completing demands in a project management environment.
- Able to think strategically and translate this into workable solutions that can be easily and effectively communicated.
- Knowledge, experience and understanding of membership bodies is desirable.
- A knowledge and understanding of counselling and the wider professions is desirable.

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Job challenge:

Working with multiple teams within the wider member services department, ensuring a co-ordinated approach to content delivery and meeting the needs of the teams who deliver both live, online learning and CPD resources to our members within set and often competing deadlines.