



# Content strategy manager

## About the Team and the Role

You will be responsible for delivering our content strategy at Mencap and for the day-to-day oversight of content delivery, ensuring user experience is at its heart. You will:

- Act as the organisation's expert in crafting engaging, accessible and easy-to-find content that supports the day-to-day needs of colleagues and volunteers.
- Connect the dots between the content people access and wider strategic conversations—shaping content plans, decisions and delivery
- Own and maintain the intranet's visual design, homepage, navigation and overall content quality.
- Build strong relationships with content owners and creators across Mencap, advising and supporting them to produce outstanding content experiences.
- Lead research to understand colleague content needs and drive projects to improve content delivery
- Monitor and analyse content usage, using insights to make evidence-based decisions about future content approaches.
- As new systems emerge, develop sound content planning with user experience at the fore
- Explore, test and integrate new tech or tools (like AI) that improve content creation or user experience



We are **passionate**  
about making the  
world a better place



We are **positive**  
in our work and  
with each other



We are **brave**  
we challenge and  
try new things



We are **kind**  
to everyone



We are **inclusive**  
of everyone

- Be a key stakeholder in shaping Mencap's wider people-systems strategy, ensuring user experience and content considerations are represented in decision-making.
- Support the Internal Communications & Engagement team by leading or contributing to communications for organisational projects and initiatives when needed.

## What you will bring to the role (Essentials)

- Demonstrable experience in delivering content that engages people
- Experience of applying design thinking and user experience mapping to content development and delivery
- Experience in developing and implementing content delivery approaches in a large organisation with a complex content landscape
- Proven track record in managing and engaging a dispersed content editor group
- Strong understanding of how systems and technology can enable smooth and seamless content delivery
- Knowledgeable about using data and insights to inform decisions and drive change
- Experience of working in social care and with people with a learning disability is desirable but not essential

**Please note:** This job description is not intended to be exhaustive. Duties and responsibilities may evolve over time to reflect the needs of the organisation and the role.



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“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

## Mencap and our Commitment to Safeguarding

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.



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