



Website Content Manager
Services and Digital Department
Digital and Content Team

Information for applicants for the post of: *Website Content Manager*

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

Role details:

Job title: Website Content Manager

Responsible to: Interim Head of Digital and Content

Duration: 12 months (to perm)

Location: Home-based or office-based (Vauxhall)

Working Hours: 28 hours per week (we offer flexibility so that you can fit your job around your home life - which is really important to us).

Salary: £36,000 to £38,000 (out of London) to £39,226 to £41,226 (including London weighting) pro rata

Direct reports: None

Leave allocation: 30 days annual leave, plus bank holidays (1 April to 31 March).

We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered.

Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society.

Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

About the team:

You'll sit in the Services and Digital Department, in the Digital and Content Team. Our department comprises of the Training, Advice, Peer Support, Programmes and Database teams.

It's an exciting time to join Kinship as our Website Content Manager. In September 2024, we launched our new website. It's received excellent feedback from kinship carers and we now want to build on this success and ensure kinship carers in England and Wales can access the right advice, information and training through our website.

You'll be joining a growing organisation where you'll have brilliant opportunities for personal development and training to support you in your role.

About the role:

As our Website Content Manager, you'll manage the content production for our website based on user needs, analytics and research. You'll own the website governance including the process for creating new website content and updating and maintaining current content. You'll work with 'digital and brand champions' across the organisation, providing training and support for chosen colleagues in each team to update the website.

You'll work closely with Content Designer colleagues who will create new content for advice, training and information. You'll be responsible for supporting other content creation and the overall maintenance of the website content.

You'll also work closely with the communications and policy teams to align with our organisational social media content strategy, digital marketing and core objectives (including our influencing, campaigning, research and policy work).

The right person will need to work collaboratively with colleagues across Kinship and be used to working in cross-functional teams. You'll need to be **curious, detail-oriented** with an **improvement mindset**.

The type of person we're looking for:

You'll bring your storytelling, passion, problem solving, curiosity, consciousness and excellent communication skills to your role. You'll need to be **structured** in your approach to managing governance processes and website editorial – so you'll be a

complete finisher with **excellent attention to detail** and an ability to meet deadlines.

A positive mindset is key to being part of the team, as is thinking creatively to problem solve and being empathetic to colleagues.

Working with kinship carers to ensure meaningful participation and being respectful of their lived experience is an important value in how we work.

The team work remotely, but there is the option to work from our office in London.

This role will require flexibility for occasional travel in England and Wales.

What you'll be doing:

Key responsibilities:

Website content management:

- Develop and lead a website governance process (including sign-off), supporting colleagues to proactively schedule and create new website content, taking ownership of deadlines using Asana.
- Develop a website content strategy over 12 months alongside content designers, aligning with organisational objectives and goals.
- Develop and train digital and brand champions across the organisation to help them write in plain English and create web content that meets the objectives of their team and our website.
- Work closely with the communications and policy teams to align with their strategic external content strategies (including social media and email marketing campaigns) and help plan website content as part of the Editorial Board.
- Collaborate with colleagues to maintain the organisational style guide on Notion.so and be a champion for its use across our website communications.
- Provide website content template pages that support teams can use to structure and write accessible content and provide editorial oversight and final sign-off (web pages / information sheets / film / podcasts / workshops).
- Update and oversee the governance of our Kinship Compass tool, which enables kinship carers to search for information, support and advice in their local area .
- Be the first point of contact for content requests and scheduling for website updates.

- Prepare regular reports to the Head of Digital and Content (and other colleagues) as required.
- Manage external freelancers where appropriate.

Digital innovation and best practice:

- Use data and analytic tools (like Moz, HotJar and Google Analytics) to measure website performance and continue to improve content and SEO.
- Use user participation and other user research techniques to consistently improve website content and ensure content is optimised for SEO.
- Ensure high-quality manualisation and documentation of systems and processes to support website governance and transparent processes (using [Notion.so](#)).
- Ensure all website content is accessible and continually reviewed.
- Lean into learning best practice and new techniques to drive innovation and new website improvement (AI and machine learning for example), actively learning from other organisations and sectors.
- Be committed to content design principles (Content Design by Sarah Winters and Rachel Edwards will be your core text).
- Ensure that best practice is followed at all times, including regarding safeguarding, GDPR and PECR.

Collaboration, participation and teamwork:

- Work with team members and peers to contribute and develop a positive culture and high-achieving team.
- Embed values and behaviours where learning and innovation is at the heart of developing website content which meets the needs of our kinship carers and other audiences.
- Actively contribute to Kinship's long-term strategy, objectives, business plans and budgets.
- Put kinship carers and their needs at the heart of why we do what we do, which also includes how we collaborate with staff members who are kinship carers.

Knowledge, abilities, skills and experience:

Essential:

- experience of managing website content production processes and creating, improving, publishing and managing high-quality, user-centered website content
- demonstrable experience creating website content based on the needs of users (you'll be interpreting complex information like financial benefits, legal options, policy and practice)
- experience of providing engaging and successful training and guidance to colleagues on plain English and writing for websites
- experience of working with website stakeholders to map user journeys, get feedback on prototypes and test website functionality to ensure the website meets user needs
- experience of producing accessible digital content with an understanding of SEO and user behaviour online
- an ease working in an agile environment with rapidly changing workloads and priorities
- knowledge of good practice and legal requirements of accessibility, safeguarding and GDPR
- a positive, can-do, solutions driven attitude that sets a clear culture for the team, setting boundaries and helping them to do their roles
- a real commitment to equity, diversity and inclusion within your role

Desirable:

- experience of kinship care
- project management experience, training and/or qualification
- experience of working with a social care provider, charity or local authority
- understanding of technical schema
- experience of running an internal digital, website or brand champion programme to engage staff
- knowledge and understanding of kinship care and/or children and families who need support
- experience of using Asana and Notion.io or similar tools

Your main relationships will be with:

- Head of Digital and Content
- Senior Digital Project Manager
- Content Designers
- Director of Services and Digital
- Associate Director of Advice, Training and Information
- Members of the Knowledge Architecture Strategic Board
- Online Service Innovation Manager
- Communications and Policy Team
- Peer Support and Programmes teams
- CEO and Executive Team

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are recognised, valued and supported.

Our mission:

To ensure that kinship carers and the children they care for get the support and recognition they need.

"Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers."

(Staff member at Kinship)

We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.

Our Kinship values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions
- Ask for and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



Equality, diversity and inclusion:

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work.

We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate application information:

Please refer to the job description for this role to check that you meet the criteria in the "knowledge, skills and experience" section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

How to apply:

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications.

Please apply for the role of Website Content Manager by sending a CV and cover letter (no more than 2 pages) to recruitment@kinship.org.uk

Please include your notice period / earliest availability to start.

Some tips for your application:

- Make sure you've read the job description and the essential requirements – make sure your answer reflects those points in the requirements very clearly.
- Really tell us why you want to work for Kinship. We're interested in working with people who share our values. You can read about our values above.

- Keep your response clear – use bullets points and short paragraphs if that helps. It will help the recruitment team to really focus on your answer.
- Don't go over 2 page on your covering letter.
- Please do not use AI tools like ChatGPT to produce your answers. We use software to check and your application will be rejected if you do.

Key dates:

Apply: recruitment@kinship.org.uk FAO Louis Collenette
Application deadline: 9am on Monday 6 January 2025
First interview: Thursday 9 January 2025 – online

If you would like further information or an informal chat about this role, please contact Louis Collenette (Interim Head of Digital and Content)
E: louis.collenette@kinship.org.uk

Conditions of employment and what we offer:

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Learning and development:

A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Health and wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount

Travel:

For this role, there is a requirement to occasionally travel across the nations (England and Wales). There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements. We use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will **guarantee interviews** to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note:

This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.