Job title: Digital Content Officer

Line manager: Maryam Areago

Grade ***(if applicable): 3***

Direct reports:

Role purpose:

As the Digital Content Officer, you'll play a key role in creating, improving and maintaining high-quality, accessible and engaging content across Peabody's digital platforms.

You'll work closely with local teams, communications colleagues and take the lead in coordinating the ongoing maintenance and development of Peabody's neighbourhood pages, ensuring local information remains accurate, timely and useful.

This role will play a central part in the delivery of Peabody's new website, working with content owners across the organisation to review existing pages, identify gaps and outdated information, rewrite content where required and migrate approved content into the new Content Management System using agreed templates and components.

Success metrics:

Neighbourhood pages

- Coordinate the ongoing maintenance of approximately 140 neighbourhood pages.
- Work with Neighbourhood Managers and other local colleagues to keep contact details, local services, notices and other information accurate.
- Review resident-submitted notices and content against agreed moderation, safeguarding, privacy and publishing guidelines.
- Monitor common themes, gaps and feedback to improve the neighbourhood page service, ensuring relevance and adapting and evolving their usefulness.

Content creation and management

- Write, edit and publish clear, concise and engaging website content based on user needs, which can be shared in other channels such as local newsletters.
- Ensure content is written in plain English and meets accessibility and search optimisation standards.
- Create and update metadata, links, downloadable documents, images and other page assets.
- Carry out routine checks for broken links, outdated documents, missing information and formatting issues.

Website content migration

- Maintain a complete content inventory for the website migration, including page status, content

owner, review date and migration progress.
- Identify and establish relationships with the business owner for each page or content area.
- Coordinate content reviews, set clear deadlines and follow up with owners to ensure content is approved in line with the migration plan.
- Build and migrate pages into the new CMS making full use of the range of components.

Content ownership and governance

- Help establish and maintain a content ownership model across Peabody.
- Keep records of content owners, review dates and approval responsibilities.
- Prompt content owners when pages are due for review and escalate overdue or high-risk content appropriately.
- Apply agreed content standards, tone of voice, accessibility requirements and publishing processes.
- Support regular content audits. Identify duplicate, obsolete or low-value content.

Training and stakeholder support

- Provide practical support to content owners on writing for the web, accessibility, approvals and content maintenance.
- Build constructive relationships with subject-matter experts while confidently challenging content that does not meet user needs or agreed standards.

About you:

- Strong experience of using a Content Management System.
- Excellent writing and editing skills, with the ability to turn complex information into clear, accessible content.
- Experience of coordinating content with multiple stakeholders and subject-matter experts.
- Ability to challenge unclear, duplicated or unnecessary content constructively.
- Good understanding of accessibility standards and inclusive digital content.
- Understanding of search engine optimisation and website metadata.
- Ability to build effective working relationships across a large organisation.
- Basic HTML knowledge.
- Experience of Google Analytics, Search Console or similar tools.
- An entrepreneurial approach, able to spot opportunities, champion fresh ideas and take the initiative.