

JOB PURPOSE

We are looking to recruit an enthusiastic and hard-working Content Executive to join the Communications team at the Pensions and Lifetime Savings Association (PLSA). This role will support content creation across our communications channels (external and internal), including the member area of the website, publications, email and intranet.

In this role, you will be a key part in running the day-to-day creation of engaging, high-quality content that is relevant to the PLSA and our pension fund and provider membership (B2B). You will work within the communications team and collaborate closely with the wider MarComms team and the wider association, particularly the Policy & Advocacy team.

We are looking for someone who is passionate about communications, who can pick up complex topics and turn them into engaging content for our membership.

This is a newly created role and comes at an exciting time for the PLSA as we launch a new member area of the website and look to develop our communications for an evolving pensions sector and membership base.

If successful, you will join a small and friendly team, and you will be supported to use your unique skills, experiences and background to create exceptional content for our members and internally for PLSA colleagues.

Salary £28,000 to £30,000 depending on experience, plus benefits.

KEY RESPONSIBILITIES

- ▶ Develop and repurpose engaging and varied content for the PLSA member area of the website, publications, email newsletters and intranet.
- ▶ Support the team to devise creative ways of reaching our diverse membership base using a multi-channel approach, ensuring consistency with brand visual identity, voice, and style.
- ▶ Support the management of external and internal communication channels, including the communities in the member area.
- ▶ Edit and proofread copy.
- ▶ Support the creation of video content.
- ▶ Explore the use of AI to create efficiencies.
- ▶ Brief and liaise with designers.
- ▶ Support the wider Marcomms team with the production of all PLSA communications.

- ▶ Contribute ideas in the creative and planning meetings.
- ▶ Track and report on effectiveness of communications.
- ▶ Build and maintain strong relationships with key internal stakeholders, including the Policy & Advocacy and Membership Engagement teams.

ESSENTIAL EXPERIENCE / KNOWLEDGE

- ▶ Experience of producing content whether this is from a general communications, journalism, copywriting, marketing, PR, or similar background or education.
- ▶ You will have an exceptional understanding and use of the English language and solid proof-reading skills.
- ▶ You will have the ability to take complex topics and write engaging copy across a variety of channels. (Knowledge or experience in pensions and investment is not essential).
- ▶ The ability to build positive relationships with colleagues across the organisation, including senior management.
- ▶ The ability to work under pressure to tight deadlines.
- ▶ You will be a team player, highly organised and efficient.