

Job Title: Senior Content Manager

Reports To: Marketing and Communications Manager

Location: Hybrid (Office-based with flexible remote working)

Salary: £35,000 - £45,000 depending on experience

About Countryside Alliance

The Countryside Alliance is a leading organisation promoting and protecting the rural way of life. Our work spans rural advocacy, wildlife conservation, field sports, and supporting the rural economy. We are a voice for the countryside, ensuring that government, media, and the wider public understand the value and importance of rural life.

Role Overview

The Senior Content Manager will lead on all content strategy, creation, and distribution to drive brand awareness, support recruitment and retention of members, and engage new audiences. This role has a sharp focus on Search Engine Optimisation (SEO) and Social Media Management, ensuring that our digital presence aligns with the strategic goals of the organisation.

The role requires a creative, results-driven individual who can deliver impactful content across multiple platforms, ensuring consistency in brand tone, message, and purpose. You will be responsible for creating and curating content that drives engagement, increases membership, and strengthens our position as a thought leader in rural issues.

Key Responsibilities

Content Strategy & Management

- Develop and deliver a comprehensive content strategy for the Countryside Alliance, ensuring alignment with wider commercial and campaign objectives.
- Plan, produce, and publish engaging, high-quality content for the website, blog, email newsletters, and social media platforms.
- Lead the development of member-focused and campaign-related content, including articles, press releases, guides, and reports.
- Manage a content calendar to ensure the timely release of key campaign and fundraising communications.
- Create downloadable resources and assets for advocacy and fundraising, such as PDFs, brochures, and infographics.

SEO & Website Management

- Develop and implement a robust SEO strategy to increase organic search visibility and drive website traffic.

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- Oversee website content updates, ensuring pages are optimised for search engines and user experience.
- Conduct regular content audits to identify opportunities for on-page SEO improvements.
- Work with external agencies or web developers to enhance the website's SEO technical health.
- Use analytical tools (e.g., Google Analytics, Google Search Console) to monitor and report on SEO performance, making data-driven recommendations for continuous improvement.

Social Media Management

- Lead and execute the social media strategy, growing engagement and increasing reach across platforms, including Facebook, Instagram, X (Twitter), LinkedIn, and YouTube.
- Create and schedule social media posts, ensuring engaging and relevant content is posted consistently.
- Identify trends and emerging social media opportunities, ensuring the Countryside Alliance's presence is ahead of the curve.
- Respond to and engage with followers to maintain positive community engagement.
- Collaborate with the Campaigns and Commercial teams to ensure social media content aligns with key messaging and brand priorities.
- Launch and manage paid advertising campaigns on Google and Meta platforms.

Data & Performance Analysis

- Use analytics platforms (Google Analytics, HubSpot, Sprout Social, etc.) to track, measure, and report on key content performance metrics.
- Provide regular reports and insights to senior management on website traffic, social engagement, and campaign performance.
- Use insights to refine content strategy, test new approaches, and enhance the effectiveness of future content.

Team Collaboration & Leadership

- Collaborate with internal teams (Campaigns, Membership, Marketing, and Fundraising) to create unified and impactful messaging.
- Work with external agencies and freelancers as required to deliver large content projects or campaigns.
- Support members of the content team, providing guidance, feedback, and upskilling where necessary.
- Contribute to strategic discussions around member recruitment, retention, and donor engagement.

Key Skills & Experience

Essential Skills

- Proven experience in a senior content, social media, or digital marketing role, ideally within a charity, membership, or advocacy organisation.
- Strong understanding of SEO principles, tools, and tactics (on-page, off-page, technical SEO).
- Demonstrable experience managing and growing social media accounts.
- Excellent copywriting and editing skills, with the ability to adapt tone and messaging for different audiences and platforms.
- Strong project management skills, able to balance multiple projects and deadlines.
- Knowledge of content management systems (e.g., HubSpot) and social media management tools.
- Experience managing paid social media advertising campaigns.
- Proficient in Google Analytics, Google Search Console, and keyword research tools such as SEMrush or Ahrefs.
- Familiarity with Adobe Creative Suite (Photoshop, InDesign) and Canva for graphic design and visual content creation.

Desirable Skills

- Experience in the rural, conservation, or field sports sectors.
 - Experience working with Google Tag Manager and tracking user journeys.
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Personal Attributes

- Passionate about the countryside and rural life.
 - Analytical thinker with a results-driven mindset.
 - Collaborative team player, able to build strong working relationships with internal and external stakeholders.
 - Self-starter, able to work independently and take initiative.
 - Creative problem-solver who can turn ideas into tangible actions.
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Benefits

- Competitive salary and benefits package.
- Hybrid working with a mix of office-based and remote work.

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- Opportunity to make a real impact on the organisation's growth and influence.
 - Join a passionate team advocating for the rural way of life and its communities.
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How to Apply

To apply, please send your CV and a cover letter detailing your suitability for the role to Lawrence-tribe-endt@countryside-alliance.org. Please use the subject line "Senior Content Manager Application".

The Countryside Alliance is an equal opportunities employer. We welcome applications from all sections of the community and value diversity in our workplace.

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