

Role Description

Product Copywriter / Content Creator

We are looking to recruit an excellent and creative content creator / copywriter, to contribute to the development of Outcomes Stars, a suite of tools that enable some of the most vulnerable in our society to transform their lives. We are looking for someone who is passionate about social change, open to learning about the needs of the audience, and who can create engaging, meaningful content and copy.

About the organisation

Triangle is a values-based Social Enterprise with a vision of a society in which people are enabled to thrive. We help homelessness, health, and social care providers improve services by creating engaging visual tools and promoting collaborative ways of working. We help to enable people to achieve their highest potential, by providing a suite of tools for promoting and measuring personal change called Outcomes Stars.

The Star is now used by over 1,200 charities, social enterprises, and local and health authorities in a wide range of fields including mental health, homelessness, vulnerable families and substance misuse. It is also being used internationally, with a particularly strong presence in Australia.

For more information see www.outcomesstar.org.uk.

About the role

You will be responsible for initial and successive drafting and finalising Star content and supporting materials. You will need to approach the work with a spirit of curious inquiry, ensuring that you understand the needs and context of the audience (which will vary per Star version/development project) and can adapt the tone and format of content as needed.

For Star development, you will work closely with the product development team (Product Development Lead and Co-ordinator.) You will need to be able to work with input from collaborating organisations (each version of the Outcomes Star is co-created with organisations who work in the field the Star version is addressing) as well as internal stakeholders such as Research Analyst, our 'reference groups', our accessibility working group and our graphic designers.

You will need to draw on extensive documentation of our learning over 20 years and the many considerations in the writing and related decisions and will benefit from an extended training and handover period from our current Star writer and retiring founder who leads on Star development.

For other content creation, you will work closely with the Product Director, Marketing Manager, Research Analyst, graphic designers and others across Triangle to refine the brief and draft and iterate content in various formats and for a wide variety of uses.

Although the focus of the role is on copywriting, we are also keen to hear from candidates with experience in broader content creation and information communication such as video, audio, photography, web and print design, illustration and animation.

Main tasks

1. Writing successive drafts, including writing clearly within the limits of word count and numerous other considerations. Where relevant drawing on documentation and on existing, related versions of the Outcomes Star
2. Reviewing drafts for consistency, accessibility, trauma-informed language and other aspects
3. Working closely with our Star Lead author, Research Analyst, working groups and others
4. Attending and, preferably, co-facilitation of the development workshops, which can include up to 50 people
5. Working in close collaboration with others in the Star development team to ensure and implement good choices and decisions about the Star during the development, related to the outcome areas, Journey of Change and nuances of what is included where
6. Being curious about and listening to the voices of people with lived experience, engaging with the approaches of co-production to reflect the learning in the content and copy you write
7. Understanding the need for accessible and inclusive processes, language and design throughout Star development, working closely with the Accessibility and Inclusivity Group
8. Working with our Marketing team to contribute to written material and other content to publicise new Stars
9. Working with the Product Director and others across Triangle to create outward-facing content and copy across a variety of formats and uses, including video/audio
10. Supporting with the management of our content assets and library, including ensuring assets are kept up to date
11. Supporting with project management across content creation, working with the co-ordinator and others as needed

Person Specification

Essential

- Excellent writing skills, especially in relation to accessible language for a wide range of audiences such as easy read resources
- Experience in creating significant volumes of copy across a number of projects at a time
- A systematic approach, good attention to detail and the persistence and staying power to craft and re-craft scales multiple times in response to feedback
- Clear and effective written communication and interpersonal skills
- Ability to collaborate effectively, including at a detailed level, as well as to work independently

- Organised and able to prioritise competing pressures
- Commitment to person-centred, strengths-based and trauma-informed approaches to supporting personal change

Desirable

- Good psychological understanding of people and how people change, potentially drawn from work in one of the sectors we work in and/or academic study
- Facilitation skills to co-facilitate workshops with working groups of (generally) 25-40 people for each Star
- Ability to hear and synthesise a large amount of information, revealing patterns. This includes being able to hear and reflect a wide range of voices and values with respect and clarity
- Experience of writing in health and social care or some of the sectors where the Star is widely used, for example, family and children's services, mental health, homelessness or employability
- Experience in creating content in a variety of formats including video and audio
- Interest in, or training or experience in a personal change 'modality' for example NLP, motivational interviewing or mindfulness

Location

You can work from our office in Hove or from home, or a combination. Although not essential, it would be great if you were able to travel (with occasional overnight stays) to contribute to face-to-face workshops, which can be anywhere in the UK (likely to be no more than monthly). There may also be occasional online meetings with Australia and New Zealand outside of UK working hours.

Reporting to: Product Director

Terms and Conditions

We are recruiting for permanent roles. We welcome applicants who wish to work between 21-35 hours per week. While we anticipate this to be an employed role, we are also open to strong candidates wishing to work freelance.

Salary and Benefits for employees:

- The annual salary is £26,000 to 36,000 (full-time equivalent)
- Laptop and mobile phone provided for work purposes
- Generous pension scheme, flexible working arrangements, employee assistance programme, cycle to work scheme
- 25 days' annual leave plus bank holidays (pro-rata for part-time)

Deadline for applicants: Friday, 19th May 2023, 9 am

First interviews: week commencing 29th May 2023

Second interviews: week commencing 5th June 2023

STRICTLY NO AGENCIES