

JOB DESCRIPTION



**Prince's Trust
International**

Job Title: Content Design Specialist

Location: Prince's Trust House, London.

Introduction

Prince's Trust International has been created to address the demand for advice and expertise from governments and NGOs around the world seeking to tackle youth unemployment.

Our **Vision** is to help unemployed young people around the globe into education, training and work.

Our **Mission** is that by partnering with governments, NGOs and corporates around the world, together we can make a significant contribution to improving the lives of young people.

Our core **Values** which underpin everything we do are to be:

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| → Approachable | We are open minded and value cultural diversity |
| → Non-judgmental | We focus on the needs |
| → Inspiring | We lead by example |
| → Empowering | We enable positive change |
| → Passionate | We are committed to supporting young people |

About Prince's Trust International

Prince's Trust International believes every young person should have the chance to succeed. We work in partnership with organisations around the world to support young people aged 13-30 into work, education and training.

Founded by HRH, The Prince of Wales in November 2015, Prince's Trust International has been established to share the successful programmes and expertise of The Prince's Trust, which over the last 40 years has helped over 870,000 young people to transform their lives in the UK.

By working together with local partners we hope to support young people in communities around the world to realise their potential. This is achieved by posting expert staff to assist with the delivery of initial pilot programmes, tailoring to the local need, and providing ongoing support to enable sustainable future delivery.

Context of the Role

Prince's Trust International is small but growing apace. As part of our new 2019 -2024 strategy, we are seeking to refine and enhance our programmes offer in order to grow both the quality and scale of our work.

The Prince's Trust has over forty years of expertise of working with young people in the UK. At Prince's Trust International, our project and programmes staff capitalise on this knowledge and use it to co-design solutions with delivery partners across the globe who work with young people to change their lives. However, the tools and resources in the UK often need a lot of adaptation to be suitable overseas and we need a content strategist who can manage this adaptation – including creating supplementary learning materials, managing content libraries and improving educational resources.

This role is based in London, UK, but may occasionally require (infrequent) overseas travel.

Responsible to: Head of Digital and Design

Key Relationships:

- Prince's Trust International Programmes Team
- Senior Impact Manager
- Design and Development Manager
- In-country Project Managers
- Fundraising team
- Specialist volunteers
- Other programmes and design colleagues across Prince's Trust Group organisations in the UK, Australia, Canada and New Zealand and International Head Office Functions as required

Budget:

Responsible for managing own activity within budgets set by wider programmes requirements.

Detailed Responsibilities:

1. Assess existing content resource and put in place best practice procedures for content storage and knowledge management. Expected to implement content library to enable structured storage of programme resources.
2. Empower and train teams in content management - setting up processes, toolkits, and systems to support products and teams. Responsible for ongoing maintenance of content library, acting as key point of contact for all information on educational resources.
3. Liaise with international programme managers to ensure content is fit for purpose and lead on adaptation where necessary. Create and edit session plans and educational resources for our partners in the field to use with young people.
4. Work with the Senior Impact Manager to implement content testing and measurement frameworks. Understand PTI's broader monitoring and evaluation strategy and provide support where needed to evaluate learnings.
5. Facilitate content testing workshops with young people. Share your understanding of delivering best practice youth-focused research with global teams.
6. Support the Head of Digital and Design with other high priority projects, as required
7. Compliance with Prince's Trust International guidelines on the requirements of Safeguarding, and Health and Safety Policies
8. Act as subject matter expert on content design and how it relates to youth trends in education, skill development and employment opportunities, internationally.
9. Ensure good working relationships with The Prince's Trust UK and Group teams, as required, for input and support to the project.
10. Carry out any other duties as may reasonably be required by Prince's Trust International, when required.

PERSON SPECIFICATION

The successful candidate will be a positive and practical self-starter with a strong understanding of content design methodologies. They will have the desire to “get stuck in” generating ideas and solutions.

They will be a “people person” and feel passionately about supporting our PTI colleagues and delivery partners across the globe to have the tools and resources they need to be effective in their work with young people. However, they will also be analytical in nature and work calmly and prioritize workload objectively, reliably delivering on commitments. They will have experience developing informative and educational content for young people, and a strong interest in Prince’s Trust International’s target audience.

Priority shortlisting criteria is indicated with a **(S)**.

Criteria	Essential	Desirable
Skills and Knowledge:	<ul style="list-style-type: none"> Excellent interpersonal, written and verbal communication skills, including the ability to work with a wide range of external and internal stakeholders (S) Ability to interpret and analyse multiple and diverse content sources (S) Content design methodology (taxonomy, content mapping, user-centric research) (S) Ability to prioritise workload effectively and deliver pragmatic solutions, making tradeoffs where appropriate (S) Objectivity and the ability to see the big picture, without losing sight of the details Strong awareness of equal opportunities and the ability to translate these into effective action 	<ul style="list-style-type: none"> Understanding of evaluation tools and techniques (working with specialist staff to apply) Understanding of GDPR and safeguarding best practices
Experience:	<ul style="list-style-type: none"> Leading content workstreams focused on creating materials for young people (S) Developing tools, materials and resources that support youth-focused programming (S) Experience of creating and managing content libraries (S) Understanding of developing content for digital products, ideally for young people 	<ul style="list-style-type: none"> Experience of working directly with young people Working in an international context (directly supporting young people or collaborating with partners) Project management experience
Competencies and Behaviours	<ul style="list-style-type: none"> Creative problem-solver and motivated self-starter who uses initiative and sees opportunities where others see challenges (S) Reliable – ability to make realistic plans and deliver on commitments (S) Confident in questioning and challenging appropriately Collaborative – works well as part of a team (S) Ability to stay calm and work effectively under pressure, effectively managing own wellbeing Flexibility to work occasional evenings and weekends, if required Commitment to the Prince’s Trust values 	

Employment Details

Pay Band: Band 4 (£29500-£31,140)
 Contract: 12-month fixed term
 Working hours: Full time, 35 hours per week