Title: Digital Skills Content Manager, Digital Business Academy
Reports to: Head of Products, Digital Skills
Based in: London
Travel: Occasional national travel

Digital Skills Content Manager

About Tech City UK

Launched by the UK Prime Minister David Cameron in 2010, Tech City UK supports digital entrepreneurship across the nation, with regional bases in London and Northern England.

Our aim is to help accelerate the growth of promising digital businesses in the UK. We do this by focusing on three areas:

1. Lifecycle Programmes - running programmes that help digital start ups through every stage of their maturity – from seed to IPO or trade sale;
2. Digital Skills Gap – we are closing the digital skills gap by creating products and services that make a measurable difference;
3. Thought Leadership & Advocacy – using all the data, intelligence and connections with the community, we are able to create reports and events that mark us a thought leader in creating digital ecosystems

The culture is one of a start up with a lean mentality. We aim to be agile, transformative and authentic in our day-to-day operations.

The Challenge of the Role

The Digital Skills Content Manager will be focused on solving the problem of how do we best accelerate the teaching of digital skills in this country. According to a recent government report, "currently 72% of large companies and 49% of SMEs are suffering tech skill gaps. There is a clear mismatch in the types of skill offered by the labour market and those demanded," Digital Skills for the UK Economy, Jan 2016.

In 2014, Tech City UK launched the Digital Business Academy as a first answer to that challenge. It is the world's first government-supported online learning platform to provide digital and business skills in the form of free online courses for anyone aspiring to start, grow, or join a digital business. The online courses are open to all UK residents and requires no pre-qualification.

Users are able to apply for a range of rewards and opportunities when they complete courses, such as startup support (free co-working space, startup loans and mentorship), and fast track to internship interviews. Rewards are provided by leading businesses such as Microsoft Ventures and Tech Stars. It is a partner-led programme, with UCL, Cambridge Judge Business School, Founder Centric and Valuable Content all providing content.

As Digital Content Manager, you will own the development, creation, execution and continual refinement of the predominantly video-led content on the Digital Business Academy, with the aim of creating better outcomes for all the students.

Main Duties & Responsibilities

As Digital Skills Content Manager, you will be responsible for the delivery of new courses and the refinement of existing courses that live on the Digital Business Academy platform, as well as any other products or services that may be conceived under the Digital Skills programme. In particular, you will focus on the following:

Content Development & Management:

- Understand the needs of current and prospective students - figure out how to create compelling, sticky courses that measurably improve their digital skills at work.
- Track the effectiveness of all DBA courses, continually seeking to improve the content so that we increase the number of students, as well as improve their engagement and course completion rates.
- Work with the best education partners to refresh current courses and add new courses that improve outcomes for the students.
- Manage the relationships with all education partners, defining and driving the shape of content. This includes onboarding new content partners, ensuring they have sufficient guidelines and information to deliver content that is relevant and compelling for the target audience. Continuously monitor the delivery, quality and execution of the courses, ensuring that risks are mitigated and learnings are documented.
- Create innovative ways to deliver education - online/offline/through third parties, such as DBA Live.
- Work in with the Head of Products to shape the content strategy.
- Work effectively - work with Product, tech and content partners to develop fast, efficient, and flexible ways to add new content on the site and refresh current content. You are a core member of the DBA team and will work with the agile rhythms of that team.
- Stay fresh - develop courses that keep students up to date with new technologies that are fundamentally changing the landscape.
- Drive adoption of the courses through working with marketing team on executing digital media and social campaigns that increase new users and engagement of current users.
- Scale the number of students - aim high to reach to be the biggest digital skills courses on the market.

Essential skills and experience

- Experience
  - 2-3 years of experience managing a technical/digital programme of a similar size (the Digital Business Academy currently has approximately 13,000 active users).
  - Experience working with agile.
  - Experience in and/or interest in the digital skills learning sector. Experience working on learning platforms on desktop and mobile is an advantage.
  - Experience in video production and managing content in a content management system.
  - A basic understanding of Search Engine Optimisation (SEO) and keyword research to drive the visibility of our content.
  - Proven track record of being able to get things done in a bootstrapped, low resource environment.

- o   You have successfully worked across multiple teams in the same company, and have a knack for bringing people together.

- ● Skills
  - o   Excellent communicator at all levels. You must be a natural evangelist who is passionate about the future of the digital learning sector.
  - o   Strong attention to detail - you will be combing through pages of course content and the ability to spot and correct errors is vital.
  - o   Empathetic and understanding. This role requires a self-starter who can navigate the obstacles that come with content and platform creation. The ability to stay positive, listen and understand varying viewpoints is an absolute must.
  - o   Analytical and data-driven. In order to refine our existing courses and improve our future offerings, decisions based on user behaviour and data must be made. The ability to collate, interpret and make decisions based on numbers is crucial.

- ● Attitude
  - o   Positive, can-do mentality. We like optimists.
  - o   High degree of empathy - must be a good listener.
  - o   You must possess the ability to work individually on a day-to-day basis but also have the wisdom to know when to collaborate, delegate and/or escalate.
  - o   Results-driven, high-performing, high-quality work attitude.
  - o   You have a high threshold for ambiguity and maintain a professional demeanor under pressure.

Contact Details

If you are interested, please send a covering letter, your CV and a short email to jobs@techcityuk.com for more details. No agencies please. Tech City UK is an equal opportunities employer. Job applicants may be asked to provide evidence of their ability to work and live in the country where the role exists.