

About the role

Role

Digital Content Executive

Location and hours

London

35 hours per week

Hybrid working with minimum 3 days per week in the office

Band

Specialist

Salary

Competitive salary

What you'll be doing

You will be reporting to the Content manager and working alongside the Senior Digital Content Executive to help execute an engaging and constantly evolving content strategy. Our current focus is to excel in delivering exceptional website content that prioritises SEO optimisation, ensuring consistent quality and performance. You will be responsible for ensuring the content on the website is up to date, accessible and digitally friendly. If you're interested in helping create a fantastic digital experience, we'd love to hear from you.

Key responsibilities:

- Assist with the day-to-day running of Motability Scheme's website (motability.co.uk) with a view to maintaining high levels of customer understanding and satisfaction for end users.
- Using Contentful content management system to upload and update web content, ensuring that user journeys are optimised.
- Provide support with all website BAU activity.
- Edit and format product images in Photoshop to meet brand and template requirements.
- Support the marketing team in getting messages on to the website in efficient and timely manner.
- Create new pages and forms, make copy changes and business updates.
- Content editing for websites hosted on other platforms, including WordPress.
- Ensure that website content provides a great user experience.
- Work with the wider marketing team to ensure web content is consistent and on-brand.
- Build relationships with stakeholders to manage expectations and SLAs.
- Implement SEO recommendations and updates to ensure website content is fully optimised for search engines.
- Ensure website content is accessible and optimised for any type of user.

About you

You are customer-centric and naturally inclined to put customers at the centre of development to meet their needs, solve their problems and always look to improve the customer experience.

You are passionate about digital. You should enjoy working with technology, data, systems and finding efficient ways to solve problems.

Motability Operations

A willingness to learn new processes, embrace new methods and support new people will ensure your success in this role.

You have strong communication skills and enjoy working with multiple business stakeholders, developing and maintaining strong relationships to ensure that you fully understand key departmental objectives, as well as the overarching business strategy. You will need to be a strong communicator who can build and manage relationships with stakeholders across the business.

Minimum criteria

- Previous experience working with a CMS system (knowledge of Contentful would be a bonus) publishing content
- Experience working with editing images in Photoshop
- Familiar with collaboration tools – Teams, Sharepoint, Slack, Miro, Jira, etc.
- Knowledge or understanding of HTML and CSS
- Good knowledge of SEO
- Excellent grasp of English for copy editing and proofreading
- Passionate about digital technology with a desire to learn new technologies
- Well organised and able to complete ad hoc tasks in a busy environment
- Strong interpersonal skills
- Teamwork spirit with ability to work independently

Who you'll be working with

You will be part of the highly collaborative and friendly Digital Content Team who welcome new ideas. We are supportive, fun and social, always finding time to spend together away from our desks and outside of work.

We value fresh ideas and viewpoints and ensure all voices are heard. Our mission is to give our customers the best possible online experience, and to work closely with the rest of the business to create and maintain an online presence we are proud of and our users love.

We're Motability Operations

About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 860,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive of one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We

Motability Operations

take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access

Motability Operations



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office