



Job Description

Job title	Content Manager – 12 Month Fixed Term Contract Maternity Cover
Reporting to	Head of Marketing
Staff responsibility	Creative Specialist, Editorial Assistant and Copywriter
Location	Swindon based (with some flexibility to work from home)

What we do

Around the world, we're translating, producing and distributing the Bible, helping people learn to read it and relate it to their everyday life, and equipping pastors, teachers and other Bible communicators to promote its message. In England and Wales, we're resourcing churches and individual believers to increase their confidence in the Bible and working to change the perception of the Bible in wider culture. We believe the Bible is God's gift to the world, and we want everyone to discover its message for them.

Summary of role

Bible Society exists to invite people to discover the Bible's relevance for today's world. A key focus of this role is developing and aligning the organisation's content to achieve two core aims: raising Bible confidence among Christians and engaging the spiritually open with the Bible in meaningful, accessible ways. The Content Manager plays a central leadership role in shaping and delivering content that achieves these aims.

You'll lead a multi-disciplinary team that includes a Creative Specialist, Editorial Assistant, and Copywriter. You'll work with the Head of Marketing to develop briefs for translating key goals and marketing needs into actionable content strategies; and work with colleagues to deliver and distribute that content.

Main responsibilities

Leadership and strategy

- Ensure the content team's work aligns with organisational goals, audience needs and the aims of raising Bible confidence and engaging the spiritually open
- Work with goal leads to define content strategies that support their aims and translate them into clear, measurable executions and outcomes
- Work with colleagues in marketing to define content strategies that support their marketing plans
- Build strong relationships across teams to foster collaboration, alignment and shared purpose in content creation

Creative direction, product development and delivery

- Provide creative leadership for the development of content products, resources, formats, and communications that advance the organisation's aims – particularly raising Bible confidence and engaging the spiritually open with the Bible
- Develop briefs to clearly commission the content team
- Oversee the creative direction of key products and resources, ensuring they align with brand, audience insight and missional priorities
- Support colleagues in experimenting with creative approaches, formats and ideas that will help their audiences engage meaningfully with the Bible
- Ensure content outputs are conceptually strong, audience-centred and theologically sound
- Write and edit copy that contributes towards Bible engagement projects

Governance, planning and prioritisation

- Oversee strategic content planning and prioritisation, ensuring a clear balance between missional content, innovation and operational needs
- Work with colleagues in and beyond the content team to ensure production efficiency and timely delivery
- Maintain and refine robust processes for briefing, approval and evaluation across the team
- Work closely with colleagues in the Marketing and Communications department to ensure integrated planning, consistent messaging, alignment with the content calendar and effective execution
- Manage the content team budget and co-ordinate with the finance business partner to keep this on track

Team management and development

- Lead and develop a team of content creators including Editorial Advisor, Copywriter and Creative Specialist
- Set clear objectives, provide coaching and feedback, and create opportunities for professional growth
- Encourage a creative and supportive team culture where ideas are valued and delivery is well managed
- Oversee resourcing and prioritisation to balance innovation projects with business-as-usual work
- Champion a reflective, learning-based and data-driven approach to creativity and content development
- Conduct monthly one-to-one meetings with direct reports as well as managing, supporting and motivating staff. Create a positive working environment where direct reports can flourish as individuals and within the team
- Undertake annual and quarterly PDRs to encourage the development of direct reports as well as to meet the changing needs of our organisation
- Praise strong performance while dealing with underperformance promptly and directly

General

- Adhere to our policies and standards in all areas of your work
- Carry out ad hoc duties that may be required to ensure we maintain our effectiveness
- Participate fully in the corporate life of Bible Society, by attending All Staff Meetings and departmental meetings as required

Who we need

Essential

- Theological qualification or relevant experience
- Extensive experience in content strategy, creative direction, and/or multi-channel content development
- Proven ability to lead and inspire creative teams to deliver impactful content
- Strong strategic and analytical skills – able to translate organisational vision and goal-led priorities into content plans with measurable outcomes
- Excellent creative judgment and a sharp understanding of audience needs allowing us to hit the right tone with excellent clarity
- Experience managing cross-functional collaboration and workflows in a complex organisation
- Strong interpersonal and influencing skills, with the ability to build trust across departments
- Comfortable engaging with theological and cultural content

Desirable

- Experience in or passion for the Christian, cultural or charitable sectors
- Familiarity with digital content trends, emerging creative formats and multi-platform publishing
- Experience using generative AI in production settings
- Experience working with new wave creative practitioners (e.g. presenters, poets, filmmakers, designers)

Personal attributes

- Organised, proactive and able to manage competing priorities
- Deeply motivated by helping people engage with the Bible in fresh and transformative ways
- Visionary yet grounded – able to inspire big thinking while ensuring practical delivery
- Empathetic leader who develops others and values collaboration
- This post has an occupational requirement to be a committed and practising Christian, able to lead devotions and prayer internally and externally and to ensure that all content reflects and communicates Bible Society's Christian ethos, including confident engagement with Scripture

Culture and character

Culture

We're committed to building on our unique culture, which is based on our Christian faith and seeks to bring out the best in our people.

We want to build a culture that demonstrates our values:

Prayerful – we're honest, attentive and humble, because we work in the sight of God

Imaginative – we're experimental, creative and dynamic, because we're made in the Creator's image

Bold – we're willing to work hard and face hard questions, because we trust each other

Skilful – we study, learn and practise, making the effort to serve others with our best

Joyful – we enjoy our work and seek to build others up, because we're designed to flourish together

Character

As well as recruiting for talent, experience and expertise, we're interested in the character of our staff. We'd like to know how you demonstrate the following:

Character for leadership – you'll be self-aware and know what it takes to connect well with others, enabling you to inspire, challenge and support them.

Character for teamwork – you'll have strong interpersonal skills, loyalty to and respect for colleagues, and a collaborative style of solving problems through a shared sense of common mission and purpose.

Character for followership – you'll be committed to our vision and mission, and will constructively and proactively support these so we operate effectively.

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Bible Society
Stonehill Green, Westlea, Swindon SN5 7DG
Registered charity 232759
01793 418222
biblesociety.org.uk
Patron: His Majesty the King