

1 Job description

1.1 Job Details

| Job Details: | |
|-------------------------------|---|
| Job Title: | Digital Content Manager (Marketing & Communications) |
| Department: | Marketing and Communications Team, within the Client Success Department |
| Reporting to: | Head of Marketing & Communications |
| Responsible for: | Leading the development and delivery of ORX's digital content, with a particular focus on the website |
| Budget responsibility: | n/a |
| Location | Bath, United Kingdom |

1.2 Job summary and main purpose

Creating value is at the heart of what we do. The Digital Content Manager role is an opportunity to deliver impactful digital content that supports ORX's strategic objectives and strengthens how our insight, research and expertise are communicated to our global community.

The role is an interesting and rewarding opportunity for a proactive and creative individual with a passion for creating digital content. The Digital Content Manager will work in the Marketing and Communications Team and work closely with colleagues in Research & Information and other teams to manage ORX's website and develop engaging content across digital channels.

A key focus of the role is ensuring complex, research-based content is translated into clear, accessible and compelling digital outputs. The role requires excellent writing and editing skills, strong attention to detail and the ability to work collaboratively with subject matter experts, senior stakeholders and external partners.

You will benefit from a supportive working environment in which curiosity, quality and continuous improvement are valued. Find out more about life at ORX and how we work as well as the benefits and work environment we offer [here](#).

1.3 Principal duties and responsibilities

Key responsibilities for the Digital Content Manager include:

- **Website** – Manage and maintain the ORX website (HubSpot CMS), ensuring content is accurate, engaging, search and AI optimised and aligned with ORX's tone of voice and brand guidelines.

- **Website development** – Work with the Head of Marketing and Communications and our website development agency to implement new website functionality which helps us support and grow our global community
- **LinkedIn** – Oversee ORX’s LinkedIn channel, planning, creating and publishing content that supports key messages, promotes research and insight and strengthens engagement with ORX’s global community.
- **Content development** – Develop and deliver digital content across platforms including website, blogs, LinkedIn, podcast, video and other digital formats. Demonstrate strong copywriting and editorial skills, producing high quality content that supports ORX’s goals and objectives.
- **Research content publishing** – Help oversee the production and publication of research reports and longer form outputs. Proof and edit technical or academic content with a high degree of accuracy, work with inhouse or external designers to prepare materials for publication and ensure content is published effectively on the ORX website.
- **Usability and clarity** – Work closely with the Head of Marketing & Communications and the Research & Information team to improve the usability, accessibility and presentation of content for digital audiences.
- **Podcast and multimedia** – Manage the production of ORX’s monthly podcast, including planning episode topics with key stakeholders, providing outlines or input for scripts and working with an external podcast production agency on production and publication.
- **Content repurposing** – Repurpose long-form research and thought-leadership content into multi-channel assets such as blogs, LinkedIn posts, videos and supporting digital content.
- **Reporting and metrics** – Monitor, analyse and report on digital content performance across the website and LinkedIn, using metrics and insight to inform continuous improvement, demonstrate impact against objectives and support evidence-based decision making
- **Stakeholder collaboration** – Work collaboratively with subject matter experts, leadership teams and external partners to gather insight, shape compelling content and build strong working relationships.
- **Team development and relationships** – Work collaboratively across ORX to support a positive, inclusive and high performing team environment. Share knowledge generously, learn from others, and contribute to the growth and capability of the wider Client Success team. Demonstrate commitment to collective success while empowering colleagues to excel.
- **Process efficiency** - Identify opportunities to improve how we work, streamline processes, reduce manual effort and increase the impact.
- **Continuous improvement** – Be curious and open to new ideas, staying up to date with digital, website and content development best practice, including SEO, AI driven search and how the use of AI can support content and digital channels.
- **Curiosity and Innovation:** Be curious and open to new ideas, working with colleagues across ORX to identify opportunities to efficiencies and/or outputs, including exploring the use of AI (AI first mentality).

1.4 Accountabilities

Key result areas include:

- Delivery of high quality, accurate and engaging digital content that reflects ORX's key messages and values.
- Effective management and ongoing improvement of the ORX website
- Positive and collaborative working relationships across teams and with external partners
- Contribution to a supportive, inclusive and high performing Marketing and Communications Team

1.5 Candidate profile

| CRITERIA | Essential | Desirable |
|---|-----------|-----------|
| Qualifications and training | | |
| Experience of working in a similar role. | X | |
| A marketing or communications qualification | | X |
| Knowledge and experience | | |
| Proven experience of designing creative digital marketing content | X | |
| Proven experience of managing a CMS platform (HubSpot experience desirable) | X | |
| Proven experience of working with longform content | X | |
| Proven experience of writing effective marketing copy | X | |
| An excellent working knowledge of LinkedIn | X | |
| An excellent understanding of digital performance metrics and reporting | X | |
| A good understanding of digital trends, current online marketing concepts and best practices | X | |
| Experience working with a CRM platform | | X |
| Experience producing or managing podcast and other multimedia content | | X |
| Experience working in a B2B, membership or research-led organisation | | X |
| An understanding of SEO, AI search optimisation and optimising digital content | | X |
| Experience setting up, managing and optimising LinkedIn campaigns | | X |
| Experience creating emails using an email marketing software platform (e.g. MailChimp or HubSpot) | | X |
| Experience of building automated workflows via a platform, such as Hubspot | | X |
| A good knowledge of Google Analytics and/or other similar analytics tools | | X |
| A knowledge of Adobe programmes and/or other similar design tools. | | X |

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|--|---|---|
| Experience creating video content | | X |
| Skills and abilities | | |
| Excellent written communication skills, with strong copywriting, editing and proofreading ability. | X | |
| High accuracy and attention to detail. | X | |
| Strong organisational skills with the ability to prioritise and manage multiple tasks. | X | |
| Curious, proactive and open to learning and new ideas. | X | |
| Confident working with senior stakeholders and subject matter experts. | X | |
| Strong collaborative and stakeholder-management skills. | X | |
| Ability to work autonomously while contributing positively to a team environment. | X | |
| Reliable and trustworthy, able to handle sensitive or confidential material with discretion. | X | |

1.6 Key competencies

The key competencies required for the role are:...

Commented [EB1]: Check with HR which are relevant

1.7 About ORX

As the largest operational risk management association in the financial services sector, ORX helps the global financial services industry measure and manage operational risk. We research, improve understanding, and share knowledge to benefit a global community of member financial institutions committed to improving the management and measurement of operational risk.

We are a dynamic, fast-growing, international industry association with a membership of over 100 leading banks and insurers from more than 20 countries. Owned and driven by our member institutions, we bring together hundreds of operational risk professionals to share their knowledge, expertise, and experience in the industry. Founded in 2002, we are continuing to grow our membership and range of services in 2026. We are owned by our members and are a not-for-profit organisation.

Find out more about what we do [here](#).