

Digital Content Editor

Welcome

Thank you for your interest in the role of digital content editor at the Institute of Public Policy Research (IPPR). IPPR was launched in 1988, with the aim of generating and researching alternative, progressive policy ideas. Over more than three decades since, IPPR has worked to ensure that ideas that once seemed impossible have become reality. We are passionate and committed to working towards a fairer, greener, and more prosperous society through our pioneering research as the UK's leading progressive research charity.

From making the early case for the minimum wage and taking regional inequality to the top of the political agenda, to proposing a windfall tax on energy companies, our research and policy work has put forward practical solutions for the crises facing society - to enable justice, progress and change. In 2004, IPPR North was launched to lead work on devolution and regional inequality and connect our work more deeply with people of the villages, towns and cities too often been neglected by national policymakers. A decade later came the launch of IPPR Scotland, with the aim of shaping progressive policy north of the border as increasing powers were transferred to the Scottish parliament.

Working at the heart of IPPR's digital communications, you'll help ensure our research and ideas reach the audiences that matter most. You'll create engaging content across our social media channels to build audiences and maximise the impact of our work.

Duties will be varied and include creating compelling short-form video, designing and producing shareables for social media, writing high-quality copy for IPPR's digital platforms, supporting colleagues to develop, film and edit content, organising live streaming of events, supporting communications planning and delivery, and developing strategies to grow and engage IPPR's audiences across our social media channels.

With experience of working in a busy content creation or digital communications role, and an interest in and understanding of UK public policy, politics and current affairs, you'll play a key role in our communications team.

You'll be confident building collaborative relationships with a wide range of stakeholders and have highly accomplished writing, editing and proofreading skills. You'll be organised, proactive and able to work independently with a keen eye for detail, managing competing priorities and delivering high-quality work under pressure.

If you believe you have the skills and qualities we are seeking, we would be very pleased to hear from you.

About us

The Institute for Public Policy Research (IPPR) is an independent charity working towards a fairer, greener, and more prosperous society.

We are researchers, communicators, and policy experts creating tangible progressive change, and turning bold ideas into common sense realities.

Working across the UK, IPPR, IPPR North, and IPPR Scotland, and through our pioneering participative research, we are deeply connected to the people of our nations and regions, and the issues our communities face.

We have helped shape national conversations and progressive policy change for more than 30 years. Today, our work drives social, democratic, environmental, and economic progress by securing:

- well-funded and reformed public services (health, care, housing, education) and social security that ensures everyone has access to the basics they need to flourish
- a renewed democracy which gives everyone a voice in society and passes power down to people, places, and communities, alongside a fair and compassionate immigration system which supports social integration
- a modern, green economy that delivers prosperity and justice to all people and places through actively shaping markets for social good and tackling concentrations of wealth and power.

LANDMARK RESEARCH

Over the last two years, IPPR has made significant contributions to the AI policy debate. In ["Transformed by AI"](#) we estimated the degree to which the UK jobs market could be impacted by generative AI and outlined the various tools that could be used to manage it. This included the call for a job-centric industrial strategy for AI. In ["the new politics of AI"](#) also called for a [re-think of AI policy](#), to make it more mission aligned and linking it more to democratic deliberation. In ["the direction of AI innovation in the UK"](#) we produced a first-of-its-kind quantitative measure of AI innovation and highlighted where policy currently falls short.

Our landmark reports have included the Commission on Economic Justice, a two-year inquiry to examine the challenges faced by the economy, which brought together leading figures from business, trade unions and civil society, including the Archbishop of Canterbury, the head of the City of London Corporation and the general secretary of the TUC. Its [2018 final report](#) won broad support for its bold proposals to fundamentally reform the UK economy, and is still shaping debate today.

IPPR's cross-party Environmental Justice Commission was established to respond to the climate crisis and put forward a Green New Deal plan for the UK to move to net zero. Its [influential report](#), designed to secure public support for the transition because it put fairness at its heart, was published in 2021. A further IPPR [Commission on Health and Prosperity](#) has recently concluded and was lauded by Wes Streeting, the secretary of state for health and social care.

Throughout IPPR's history, the Institute has incubated and launched a series of practical initiatives to test and demonstrate our ideas in practice, including [Frontline](#), [Think Ahead](#), and [The Difference](#). IPPR also incubated [Centre for Cities](#) which became independent in 2007, and more recently [Workwhile](#), which became independent in 2025.

Across the decades, generations of IPPR leaders, researchers and communicators have helped to transform the climate of ideas and propose practical policies to put them into effect, work which continues today. Our alumni community have gone on to work at the highest levels of the media, government, parliament, business and civil society organisations.

Job description

Job title: Digital content editor

Reports to: Head of news and media

Contract: Permanent

Hours: 37.5 hours a week (IPPR is undertaking a six-month trial of reduced working hours from 1 January, with a standard working week of 35 hours)

Salary: £37,976 - £48,644 per year depending on experience, plus benefits

Role purpose:

As a key member of one of Britain's busiest think tank communications teams, you will help ensure IPPR's research and ideas reach the audiences that matter most.

Working at the heart of our digital communications, you will help promote bold ideas for policy change among decision-makers, influencers and the wider public. You will use your digital expertise to deliver IPPR's new digital communications strategy by creating compelling content, managing social media channels and collaborating with colleagues across the organisation to maximise the impact of our work. In doing so, you will help turn today's bold ideas into tomorrow's common sense, advancing IPPR's mission to shape public and policy debate in support of social, democratic, environmental and economic progress.

Main responsibilities:

Content creation

- Create compelling and engaging short-form video content optimised for social media.
- Create engaging graphic content for social media channels, including designing and producing shareables, for example infographics, GIFs and quote cards.
- Write high-quality content and copy for IPPR's digital platforms, from initial concept through to delivery.
- Support colleagues across IPPR to develop, film, and edit content for their channels.
- Film high-quality video content and organise live streaming and social media coverage of events.
- Edit broadcast (TV and radio) interviews and media appearances into engaging content for digital distribution.

- Ensure all digital content is produced to a high editorial standard, is accessible, and reflects IPPR's brand, tone of voice and communications objectives.

Manage social channels

- Moderate and post content to IPPR's social media channels, including X, Bluesky, Instagram, Facebook, TikTok, Threads, YouTube, and LinkedIn, ensuring content is timely, engaging and aligned with IPPR's brand and editorial standards, while maintaining and developing them.
- Develop and implement strategies to grow and engage IPPR's audiences on socials, in line with our communications and influencing goals.
- Track analytics and adjust content strategy based on performance data
- Stay current with platform changes, digital developments, emerging trends and best practice in political digital communications, identifying opportunities to strengthen IPPR's digital presence.
- Create and maintain a content calendar that aligns with IPPR's research outputs, events and political calendar.

Relationship building

- Work closely with the wider communications team to support communications planning and delivery of IPPR reports.
- Support teams and colleagues across IPPR to deliver the new strategy, collaborating with researchers, policy experts and external stakeholders, including politicians and their advisers, on IPPR projects.
- Act as a point of pastoral support for colleagues managing social media scrutiny and challenging online engagement.
- Provide advice and support to colleagues on digital communications, social media best practice and content creation, helping build confidence and capability across the organisation.
- Contribute to the wider life of IPPR including participating in team and researchers' meetings and working collaboratively across IPPR.
- Build strong working relationships across IPPR, contributing to a collaborative culture by sharing knowledge, expertise and best practice, as part of a reciprocal learning process.
- Be flexible and undertake other duties appropriate to the grade and responsibilities of the post.

Person Specification

- Experience of working as a content creator or in a digital communications role
- Experience of creating a range of creative and engaging digital content, particularly video
- Up-to-date knowledge of what content works well on which social media channels, with the ability to make sound judgements and identify timely opportunities for content
- Capacity to use, and build audiences on, a range of social media channels
- Meticulous attention to detail, high levels of accuracy and highly accomplished writing, editing and proofreading skills

- Strong organisational skills, with proven ability to confidently prioritise a busy workload and competing priorities, work independently and proactively and deliver high-quality work to tight deadlines in a high-pressure environment, while remaining flexible
- Excellent interpersonal and relationship-building skills and capable of working collaboratively and confidently with colleagues and external stakeholders at all levels
- An interest in and understanding of UK public policy, politics and current affairs, with the ability to respond to the evolving news agenda
- Commitment to IPPR's values, including advancing diversity, equity and inclusion, and an interest in our work and charitable objectives
- Willingness to travel and undertake some work outside normal office hours, including attending conferences and events

Terms of appointment

Working at IPPR

Joining IPPR means being part of a progressive organisation that values work-life balance, professional development, and employee wellbeing. We offer generous leave allowances, flexible working arrangements, and a collaborative, inclusive culture. Our offices are in London, Manchester, and Edinburgh, with many staff working remotely part of the week.

Salary

The salary for this role is £37,976 - £48,644 per year, plus benefits, on a full-time basis.

Appointments are typically made at the lower end of the pay scale. Our pay framework is designed to recognise and reward the development of knowledge, skills and experience over time. We support career progression through annual performance reviews, and base pay is reviewed annually.

Contract period

This is a permanent contract.

Location

The role is based in our London office, located in the heart of Westminster. We value the benefits of in-person collaboration and ask staff to spend at least 40 per cent of their working hours in the office. We are committed to flexible working and will consider a range of arrangements for the successful candidate. We're open to shaping the role around the right person, and all working patterns can be discussed at interview stage.

Annual leave

We offer 25 days of annual leave, plus bank holidays and five additional closure days over Christmas.

Pension

We recognise how important it is to help you save for your retirement and offer a defined contribution group stakeholder pension scheme with Aviva. You can choose to contribute up to 5.5% of your annual salary and IPPR will match your contribution.

Probation period

All roles are subject to a six-month probation period, during which notice is two weeks. This is a chance for us to support your induction and development, ensuring you have the tools and guidance to succeed in your new role.

Additional benefits

Wellbeing support: We provide access to occupational health services, Mental Health First Aiders, and a 24/7 Employee Assistance Programme offering in the moment support and counselling, legal and financial advice, and specialist support and signposting services.

Family-friendly policies: We offer generous carer and parental leave, and family friendly policies designed to support staff with their family commitments, including up to 21 weeks maternity, adoption or shared parental leave at full pay, and six weeks' paid paternity leave.

Flexible working: We support a variety of flexible working arrangements, allowing staff to adjust their working day to suit their individual needs. We also offer paid time off to deal with emergencies and unexpected events.

Learning and development: We are fully committed to the learning and development of our staff, and as part of our team you can look forward to quality training and development opportunities. We believe in helping all our staff to make the most of their talents and realise their full potential - that's why we provide everyone with the opportunity to develop and offer five days paid study leave per year.

You will have the opportunity to undertake development to meet the needs of your role and for professional and personal development through formal and informal development opportunities and on-the-job training. Everyone has regular career development conversations, with their manager and we encourage learning to be shared.

Union and staff networks: We offer the option to join a trade union and have thriving staff-led networks to make sure everyone has a voice. These provide an outlet for sharing experiences and empowering colleagues to build an inclusive culture across IPPR. Hearing thoughts and ideas from our colleagues about how and where we can improve is key to us being a great place to work and is central to our values, ethos and objectives as a progressive organisation.

Giving back: We offer three days paid special leave to participate in volunteering activities.

Equity, diversity and inclusion: IPPR is committed to equality of opportunity and welcomes applications from all sections of the community, and from applicants with a range of professional and lived experiences. As an organisation engaging in critical debate about a wide range of progressive policy issues, we value the creativity and range of perspectives that a diverse team can provide.

How to apply

We hope you will consider applying.

To submit your application, please visit

Closing date: 11:59 p.m. on Sunday 12 July

Interviews: Tuesday 21 July at our London office

Equality and diversity monitoring

We would be grateful if you could also complete our [equality and diversity monitoring form](#). This information is collected for monitoring purposes only and will not be considered as part of your application.

Requesting reasonable adjustments

We want every candidate to have a fair and positive experience and to be able to perform at their best throughout the recruitment process. If you require any reasonable adjustments at any stage - for example, information in an accessible format, additional time for assessments, or support during interviews - please contact us at recruitment@ippr.org as early as possible.

All requests for reasonable adjustments will be treated confidentially and will not affect the outcome of your application.

What happens next

We are committed to informing all applicants of the outcome of their application. However, due to the high volume of applications we sometimes receive, this may take some time. Unfortunately, we are unable to provide individual feedback to applicants who are not shortlisted.

If you are invited to interview, we will also ask you to complete a short written task or prepare a short presentation.

We wish you every success with your application and thank you for your interest in IPPR.

Applicants guide: Right to work in the UK checks

Overview

UK employers are legally required to conduct Right to Work Checks. This is done to verify that their prospective employees have the appropriate and valid permission to work in the United Kingdom. This requirement is set out under the Immigration, Asylum and Nationality Act 2006, specifically Sections 15 to 25, and is supported by Home Office guidance that is updated regularly.

You'll need to prove your right to work in the UK before you start working for us, whether permanent, temporary, part-time, or casual. How you do this depends on your nationality and what kind of permission you have to work in the UK. This process must be applied consistently to all candidates, ensuring non-discriminatory practices irrespective of nationality, race, or ethnicity.

To verify a job applicant's right to work in the UK, the employer is required to check and retain evidence of from a list published by the Home Office. You can access the list [here](#). We are unable to accept applications from candidates that cannot provide documentary evidence of right to work in the United Kingdom, and we will not be able to confirm employment until this documentation has been produced. You must produce an original document – photocopies are not acceptable under the Act.

Please be aware that IPPR is not a sponsoring organisation. Therefore, you must already possess the right to work in the UK or be able to secure the right to work in the UK independently.

1 If you're a British or Irish citizen

If you're a British or Irish citizen, you can prove your right to work in the UK with either of the following:

- a British passport
- an Irish passport or passport card

Your passport or passport card can be current or expired.

If you do not have a passport or passport card, you can prove your right to work with one of the following:

- a UK birth or adoption certificate
- an Irish birth or adoption certificate
- a certificate of registration or naturalisation as a British citizen

You must also give your employer an official letter or document from a previous employer or a government agency.

For example, you could use a letter from HM Revenue and Customs (HMRC), the Department for Work and Pensions (DWP) or the Social Security Agency in Northern Ireland.

The letter must show your name and National Insurance number.

2 If you're not a British or Irish citizen

If you're not a British or Irish citizen, you can prove your right to work with:

- a share code - you can [get a share code online](#)
- your [eligible immigration documents](#)

You can choose which option you use.

If you cannot prove your right to work

If you're not a British or Irish citizen, your employer can check if you can work with the [employer checking service](#).

If you're a Commonwealth citizen, you may be able to [get documents to show that you can work in the UK through the Windrush Scheme](#).

If you have any further queries about these provisions, please do not hesitate to ask.