

Senior Content Creator and Editor

Unifrog's mission

We're on a mission to level the playing field when it comes to young people finding and applying for their next step after school. We're achieving this by bringing all the available information into one single, impartial, user-friendly platform that helps students to make the best choices, and submit the strongest applications. We also empower teachers and counselors to manage the progression process effectively.

Our outlook is global - we work with schools and universities all over the world, from the US to New Zealand, and from Italy to Hong Kong. We want to make it so that young people can compare every opportunity taught in English, wherever it is in the world, and have all the support they need to make successful applications.

We have a clear social purpose, and we're hugely ambitious. We already work with more than a third of UK secondary schools and hundreds of international schools. We are growing rapidly in terms of the number of our customers, in terms of how much they use our platform, and in terms of the breadth of products we offer.

Our team is at the heart of our business and is integral to our success. We work hard to foster a culture of openness, happiness and innovation, and we commit to helping every individual learn and grow so that they can reach their full potential. We want to hire talented people, whatever their background. If you are excited by our mission and are ready to work hard, please don't hesitate to apply. We look forward to hearing from you!

We believe in the power of diversity. If you are from an ethnic minority background, we would like to strongly encourage you to apply. In advance of applying if you have any questions about working at Unifrog, please contact our UK Diversity Champion, Samar, at samar@unifrog.org.

Content and writing at Unifrog

We try to always communicate in the most straightforward manner possible, honestly, and with respect for the other person. We do this with each other and with people outside Unifrog.

We've made our [House Style](#) downloadable by anyone on our website because we want to share with the world our company view on what constitutes good writing.

Clear communication is particularly important for us because our mission is to level the playing field when it comes to access to opportunities, and a big part of this effort is fair and straightforward access to information.

The role

There is a lot of scope for the role to evolve and expand, but the main tasks to begin with are:

1. Editing existing Know-how library (KHL) guides (~ 2 days / week)

You'll be working with our existing content creator and editor to improve the guides aimed at students that make up one of the tools on the Unifrog platform – the KHL.

The KHL is made up of practical guides on:

- Careers guidance / Progression, eg, 'How to apply for student finance in Canada';
- PSHE (Personal, Social, Health and Economics), eg, 'How to help a friend who might be suffering with depression'.

The range of possible topics is huge. We want to make each of the 600+ KHL guides succinct, engaging, and as useful as possible for our readers. To do this successfully, as well as mastering each topic of every KHL guide you edit, you'll need to get to grips with our House Style, and use it to improve each guide's tone of voice, structure, language, and use of evidence.

2. Writing new guides (~ 1 day / week)

Once the audit of our KHL guides is complete, you'll create new guides. Every week you will have your writing in front of 150,000+ young people. We get ideas for guides from lots of sources, for example:

- We often have requests for new guides on specific topics, eg a school might ask for guides covering applications to a particular university system that we don't already cover;
- We try to create guides to support teaching the UK PSHE curriculum, which changes occasionally, eg recently we've needed to add a section on Relationships & Sex;
- We would eventually like to add a third major area of the KHL, to do with Mindset, covering topics like Goalsetting (eg, 'How to break down your impossible dreams into achievable goals', Dedication (eg, '5 tricks to overcome setbacks') and Organisation (eg, 'How to structure your revision timetable').

3. The Unifrog Gazette (~ 1 day / week)

More than 12,000 teachers subscribe to our weekly newsletter for teachers at Unifrog partner schools, and you will take over creating it each week. We want every edition to be engaging, useful for teachers, and succinct.

You'll work with your Unifrog colleagues to decide on the content each week, and liaise with the various external partners who occasionally feature in it.

4. Miscellaneous (~ 1 day / week)

As our platform and team grow, we have more need of skilled writing across all the things we do at Unifrog. In any week we might need you to help with, for example:

- An article for a magazine about how Unifrog supports students with their wellbeing during the Covid pandemic;
- Drafting the automated emails our system sends students with their login details;
- Writing text for one of our [Insights reports](#) – where we analyse the user behaviour of the 1 million+ students on the Unifrog platform.

Working together

You'll work closely with our existing content creator and editor, as well as people on our marketing, sales, account management, data analysis and strategy teams, to both improve the existing written content, and create new content.

You'll also liaise with people outside of Unifrog. For example, to improve our content we try to get feed-in from expert organisations (eg talking to a university diversity officer to improve a guide about Anti-Racism), and when our content is about a specific institution (eg a profile of a particular university) we try to get direct feed-in from that institution.

You'll be line-managed by one of Unifrog's Directors.

Essential skills and characteristics

- Writing skills

We want all the writing on our platform to fit our [House Style](#), and in particular to be succinct, engaging, and as useful as possible for our readers. To this end you need to be strong at editing other people's writing, and writing your own pieces from scratch.

You will be the senior content creator and editor at Unifrog, and – though what matters to us is your capability, not your professional history – you will need to have a level of writing and editing skill that you'd expect to see from someone with significant experience in this type of role.

- Attention to detail

We're really eager that all our writing adheres to our House Style, so you need to have a

very keen attention to detail.

- Ability to work methodically and independently

Creating even one KHL guide is a big job; our KHL guide is made up of more than 600 guides, and it's growing all the time. Ensuring every guide is written brilliantly is a long-term project that requires organisation, discipline and resilience.

- Strong research skills

We want every point made in our guides to be supported by concrete evidence, so you need to be able to source reliable, engaging information, and cite it accurately.

- An interest in education, careers and development.
- Experience with Google Docs and MS Word.

Key benefits

- Play a key role in democratising access to information that can positively impact young people's lives, and get your work in front of 150,000+ people every week.
- Become part of a committed, dynamic and growing team. We want to build our team for the long term – if you do well, we will do our best to make sure you want to stay at the company for a long time.
- Professional development is important at Unifrog. You will define your 6-month objectives and will be supported by your line manager and the rest of the team to achieve them. You will have an annual training allowance to spend on what you need to grow and progress.
- Influence the company's direction: we love to promote great ideas, wherever they come from.
- Join one of the most talked about edtech startups and help transform careers and destinations in schools.
- For details of further benefits we offer our staff, please see the [jobs page](#) of our website.

Key details

- £35,000 rising to £37,000 six months from the start date, dependent on performance. Salary reviews annually from then onwards.

- Share in company-wide performance bonus.
- Full-time.
- Work remotely or (subject to Government guidelines) in our London office.
- 28 days paid holiday per year; the vast majority of these need to be taken during school holidays (plus bank holidays).
- Start date: as soon as possible, though we will be flexible for the right candidate.
- To discuss any details about the role before applying please contact Stephen on 07801 973827 or stephen@unifrog.org.
- To discuss working at Unifrog from a diversity perspective please contact Samar at samar@unifrog.org.

Inclusion and diversity at Unifrog

Within the company we try to foster a culture of innovation, and a happy working environment, both because this is the right thing to do, and because we think this results in the most effective team. To this end we believe in open communication, celebrating successes, supporting each other, not being afraid to be wrong or to fail, and promoting good ideas wherever they come from. We also believe in the power of diversity in all its forms, including in terms of culture, education history, religion, age, socio-economic background, race, gender, sexual orientation, personality, life experiences and disability. We want to encourage applicants from every different background to apply for our roles, and add their perspectives to our team.

Application process

- Deadline: **Monday 2nd November**
- To apply, please [visit our website](#) to upload your CV and complete the questions and tasks below:
 - i. 'Why do you want to work for Unifrog?' (250 words)
 - ii. Aimed at secondary school students, and fitting our House Style: 'X reasons why you should [study at your university]' If you didn't go to university, change this to another education/training route you've taken. (300 words)

- iii. Aimed at teachers, and fitting our House Style: 'Top tips on how to support your students when they're learning from home'. (300 words)
- Next application round you will have a week to:
 - i. Edit one existing KHL guide to bring it into line with our House Style.
 - ii. Write a 350 word max KHL guide on the topic, '5 things that are wrong with the world right now, and what we can do about them'
- Final interviews will be held by Zoom, w/c 16th November.
- We can only consider candidates who already have the right to work in the EU.