Content strategy maturity framework

Assess and understand how well your organisation's approach to content strategy, content governance and content development is working for you.

Designed by the Content Strategists at Pickle Jar Communications Ltd

Pickle Jar
Communications

1.
Strategy & vision

Do you have a clearly defined, articulated shared vision and strategy for your organisation's approach to content planning, creation, distribution and management?

1. Strategy & vision

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

2.
Leadership & understanding

How is content strategy led within your organisation? Is someone responsible and accountable for it? Do senior leaders support it?

2. Leadership and understanding

We're doing...

What's working well?

What can be improved?

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

Pickle Jar
Communications

3.
Audience insights & empathy

How is content strategy led within your organisation? Is someone responsible and accountable for it? Do senior leaders support it?

3. Audience insights & empathy

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

4.
Outputs, structures & efficiencies

How is your content structured and managed through different systems and channels? Does it integrate across different platforms? Can it travel or be manipulated in different ways?

4. Outputs, structures & efficiencies

We're doing...

What's working well?

What can be improved?

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

Pickle Jar
Communications

5.
Assessment & evaluation

How are you measuring and assessing the effectiveness and impact of your content? Are you just measuring pages and platforms, or are you measuring content itself?

5. Assessment & evaluation

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

6.

Collaboration & interdisciplinary working

How well do you work together across different teams and departments to plan, create, distribute, promote, manage and improve your content?

6. Collaboration & interdisciplinary working

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

7.
Risk tolerance & creativity

How creative is your culture? Do you embrace or inhibit innovation and risk-taking when it comes to developing new approaches to using content or different channels?

7. Risk tolerance & creativity

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

8.

Resource & investment

How well is content strategy and content management resourced in your organisation? Do you have dedicated roles, responsibilities and budgets assigned to it?

8. Resource & investment

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

9.
Skills & know-how

How well developed are your content strategy and management skills across the range of roles involved in the content life-cycle?
Do you truly demonstrate best practice?

9. Skills & know-how

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications

10.
Training & professional development

What is your approach to training and professional development to enhance your content strategy? Is it continuous? Is it channel-centric? Or does it run deeper?

10. Training and professional development

We're doing...

( ) Outstanding

( ) Very good

( ) Okay

( ) Poor

What's working well?

What can be improved?

Pickle Jar
Communications