

Job Description



Job title: Content & Brand Officer

Department: Brand, Fundraising and Marketing

Reporting to: Content & Brand Manager

Salary: £39,926 per annum

Location: London

Contract type: Fixed term contract (6 months)

Aim and influence:

- Interpret, respond to and deliver content briefs from Crisis teams, driving optimum engagement across Crisis channels and other audience touchpoints and reflecting our brand, lived experience and framing communication principles.
- Work with Senior Content & Brand Officer to ensure all key departments across Crisis, external suppliers and partners have the tools and understanding to use the Crisis brand effectively, responsibly, and correctly, ensuring the maximum impact of all external communications on our brand health.

Job responsibilities:

- Delivery of best-in-class digital content that works for priority audiences and channels – testing new approaches to content creation that drive increased engagement and stand out in our channels and campaigns.
- Work with our C&B Manager, Creative, Stories and wider Marketing colleagues to create content which support Crisis campaigns, strategic communication themes and campaigns.
- Work with Digital Marketing colleagues to map out and deliver drumbeat content moments driving relevancy and engagement amongst Crisis supporters and target audiences. Plan and deliver organic Christmas suite of content to meet campaign aims.



**Together
we will end
homelessness**

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis.
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness.
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act.
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness.
- Commitment to the utilisation of Crisis' chosen IT Systems.
- Competent in the use of laptops, desktop PC's and headsets.
- Competent in the use of Microsoft applications i.e., MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications.
- Carry out any other duties reasonably associated with your role.

Person Specification

Essential

- Strong project management skills.
- Experience in managing end-to-end photographic and film production from development to post-production stages.
- Excellent copywriting, editing and creative reviewing skills.
- Demonstrated passion and advocacy for content best practise and excellence.
- Strong team player with a track-record of working cross-organisationally.
- Commitment to Crisis' values and purpose, equality, and social inclusion.
- Excellent Stakeholder Management skills.
- Ability to work with a wide range of people and put contributors at ease, including people who may be in vulnerable situations.
- A solid understanding of the requirements of main social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn and TikTok) and experience of producing and optimising content for these.
- Experience of briefing and working with external photographers and Freelance designers.



Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.



How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.



Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.

