

**Job title:** Content Creator

One-year fixed term post

**Location:** Head Office, London SE1 (with flexibility for hybrid-working)

**Department:** Marketing

**Reporting to:** Creative and Content Manager

**Salary:** £27,000 - £30,000 per year

### Main purpose of role

We're seeking a dynamic and creative Content Creator to join our busy marketing team. The role of Content Creator is an important position within the Marketing team developing and creating impactful content across a range of formats, with a particular focus on producing and commissioning compelling film and photography for our print and digital platforms, including social media.

The post holder will help deliver projects by using their own skills and those of freelancers to produce photography, film, podcasts, and some small design artwork to support in delivering the organisations content strategy.

### Main tasks and responsibilities

- Support the Creative and Content Manager to develop and implement the organisation's content strategy working across the organisation on creative projects from brief through to production
- Create compelling and original multimedia content for use across our print and digital channels
- Help ensure content is delivered to a consistently high quality, meets the needs of different communication channels and audiences, and accessibility standards.
- Work closely with the Digital Marketing team, to produce engaging and quality video content for our social media platforms, such as Facebook, Instagram, and YouTube.
- Identify strong and original multimedia, including video and photography, content that will reach our audience and drive-up engagement
- Support our community and staff in producing strong user generated video, photography and audio content
- Edit video and photography using Adobe Creative Suite and other creative packages
- Storyboard and script video content, working from creative concept to execution
- Write strong, clear and concise photography briefs, liaise with photographers and contributors and plan and deliver photo shoots
- Manage the charity's Digital Asset Management system (ResourceSpace, Montala)

- Ensure appropriate legal and consent is secured and catalogued for multimedia content
- Work on small creative design projects using InDesign
- Manage our Canva platform
- Support the Creative and Content Manager to implement our brand guidelines ensuring our visual identity is appropriately used, consistently communicated and integrated in the charity's work.
- Provide creative and content production, advice, expertise and training to other teams.
- Support the Creative and Content Manager to monitor, report and evaluate our content and creative output to continually improve, develop and optimise our performance adopting a test and learn approach
- Keep up to date with the latest trends and developments in content production as well as emerging technologies and best practices to continuously improve content quality, effectiveness and engagement.

### Values and behaviours

- To behave in a manner that reflects the [charity's values](#)
- To contribute to the overall development of the charity.
- To ensure all actions undertaken comply with GDPR.
- To contribute towards regular reviews of risks and take steps to reduce them.
- To be aware of health and safety issues and obligations.
- To represent the charity as and when required
- To undertake general administration for the team as required.
- To undertake other such tasks as required by line manager.
- A commitment to and understanding of disability issues, equal opportunities and diversity.

## Person Specification

<b>Experience</b>	
An excellent track record in identifying and developing engaging content for different audiences across the multimedia landscape	Essential
Demonstrable experience in producing content in multiple formats, including video, photography and podcasts	Essential
Experience of working with photographers, filmmakers, editors, animators and creative agencies	Essential
Experience of managing a digital asset management (DAM) system, such as ResourceSpace	Essential
Excellent experience of commissioning and producing photography and video content	Essential
Strong video production and editing skills	Essential
Demonstrable experience of the creative design and production process, and ability to work on small design jobs and template work using InDesign	Essential
Experience of driving up audience engagement through video/photography/podcast	Essential
Experience of supporting/guiding others in producing strong user generated content	Essential
Experience of using Canva	Essential
Experience of working for a charity or not for profit	Desirable
<b>Personal qualities and knowledge</b>	
Good working knowledge of Adobe Creative suite including premier Pro for video editing; Photoshop/Lightroom for editing and retouching photography; and InDesign for small design jobs	Essential
A good understanding of industry trends in creative content and in particular video and photography production	Essential
A creative thinker who is experienced in channelling idea generation into clear briefs to create visually engaging and interesting content	Essential
A good working knowledge of copyright and GDPR guidance around photography and film use	Desirable
Good interpersonal skills and ability to build effective working relationships both internally and externally	Essential
Creative, enthusiastic, flexible and proactive	Essential
Self-sufficient as well as able to work as part of a team	Essential
Ability to use own initiative	Essential
Strong attention to detail and accuracy	Essential
Communication - The ability to represent Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines.	Essential
Planning and prioritisation - The ability to develop and implement clear and robust plans. Ability to work independently, to manage a busy workload and keep on top of multiple projects.	Essential
Organisational skills - The ability to manage own time and tasks effectively, keeping on top of multiple projects and prioritising effectively. Taking an	Essential

approach that is results orientated and systematic making you personally effective in managing own workload. Must be able to react quickly to meet deadlines and cope with changing demands on workload. Ability to work under pressure and to tight deadlines to a high standard.	
Volunteers and supporters - The ability to work effectively with volunteers and supporters to deliver business goals. Recognises the value and contribution of volunteers and supporters – empowers others through provision of support, coaching and training. Sensitive and empathetic when liaising with supporters, beneficiaries and their families.	Essential
Self Development - The ability to constantly challenge and improve self and others demonstrating ambition for self and charity to achieve goals.	Essential
<b>Details</b>	
Full time – 35 hours per week	