

Job Description

Job Title:	Creative Content Officer
Directorate:	A&O
Reports To (role):	Senior Creative Content and Channels Manager

About the Role

Centrepoin't's mission is to end youth homelessness. Every day, we work to ensure every young person has a safe place to call home and the support they need to build a future.

As Creative Content Officer, you will help bring Centrepoin't's stories, campaigns and impact to life through compelling content that engages audiences and inspires action. Working across the organisation, you will play a key role in maintaining a strong content pipeline, ensuring Centrepoin't has a continuous supply of audience-focused content that supports activity across fundraising, campaigns, communications and brand channels.

You will be responsible for producing content in a range of formats including video, photography, graphics, written content and digital assets for use across earned and owned media. Working closely with colleagues and young people, you will help capture authentic stories and transform them into engaging content that reflects Centrepoin't's brand and mission.

This is a hands-on content creation role, suited to someone with strong creative skills, excellent attention to detail and a passion for storytelling. You will be proactive in identifying new content opportunities, keeping up with emerging creative trends and helping Centrepoin't create content that resonates with audiences.

Key Responsibilities

- Proactively develop and maintain a pipeline of content opportunities, working with colleagues across Centrepoin't to identify, capture and produce a continuous flow of stories, case studies, photography, video and creative assets.
- Create engaging and accessible content across a range of formats, including video, photography, graphics, digital assets and written content.
- Develop content that supports Centrepoin't's fundraising, campaigning, communications and brand activity.

- Capture and edit video and photography content at Centrepoin services, events, campaigns and organisational activities.
 - Support colleagues across the organisation to translate briefs into creative and audience-focused content.
 - Produce assets for social media, website, PR, email marketing and other communications channels.
 - Edit content to ensure consistency with Centrepoin's brand guidelines, tone of voice and accessibility standards.
 - Maintain and organise digital content libraries and creative assets.
 - Work collaboratively with colleagues, suppliers and young people to source stories and content opportunities.
 - Support the delivery of integrated campaigns through the creation of engaging creative assets.
 - Ensure all content adheres to safeguarding, consent and data protection requirements.
 - Monitor the performance of content and contribute insights to support future content development.
 - Stay informed about creative trends, new content formats and digital innovations, recommending opportunities to test and improve content performance and audience engagement.
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Essential Experience

- Experience creating content across a range of formats, including video, photography, graphics and written content.
- Experience interviewing contributors and gathering stories, quotes and case studies for use across digital and print content.
- Experience producing content for a range of earned and owned media channels.
- Experience collaborating with multiple stakeholders to gather content and stories.
- Experience working from creative briefs and delivering projects to deadline.
- Experience using creative software and tools to produce content.

Desirable Experience

- Experience working within a charity or purpose-led organisation.
- Experience creating content with and about young people, ensuring their voices are represented appropriately.
- Experience capturing content at events and live activities.

Essential Skills

- Excellent storytelling skills, with the ability to identify and develop compelling stories that engage audiences and communicate Centrepoin's impact.
- Strong interviewing and listening skills, with the ability to build trust, gather authentic experiences sensitively and translate them into engaging content.
- Photography and videography skills, including the ability to capture content for use across social media, campaigns, websites and other channels.
- Ability to edit and produce content across a range of formats, including video, photography, written stories and digital assets.
- Excellent written communication skills, with the ability to adapt content for different audiences, channels and objectives.
- Strong relationship-building skills and the ability to work collaboratively with young people, colleagues and external stakeholders.
- Ability to develop content from initial brief through to final production.
- Strong organisational skills, with the ability to manage multiple content requests, deadlines and production schedules.
- Creative thinking and content ideation skills, with the ability to generate fresh approaches and identify new storytelling opportunities.
- Knowledge of content trends, audience behaviours and emerging formats, with the ability to recommend and test innovative content approaches.
- Understanding of ethical storytelling, consent, safeguarding and accessibility considerations when creating content.
- Strong attention to detail and commitment to producing high-quality content.

Desirable Skills:

- Understanding of content performance metrics and how audience insight can inform content development.
- Experience managing digital content libraries and creative assets.
- Knowledge of charity communications and best practice in lived-experience storytelling.

Essential Behaviours:

Working Together	I contribute to open communication and collaborate well with colleagues.
Learning Continually	I support my team by sharing knowledge and offering help.
Engaging with Change	I contribute to change initiatives by sharing ideas and supporting implementation.
Understanding our Goals	I show enthusiasm and energy about my work and contribute to a positive environment.
Accountability	I suggest solutions to issues in my work and seek input from colleagues.

Centrepoint Values

All staff at Centrepoint are expected to work according to our six values. Below are examples of the behaviours expected for each of them. These will be assessed at interview and are included here to inform your expectations of the type of person we are looking for to join our organisation.

Integrity <i>We always put the good of young people and Centrepoint first</i> • We commit to living these values in our professional lives at Centrepoint • We work hard to build trust and productive relationships • We are honest and transparent • We confront issues early in a direct and constructive way	Energy <i>We are ambitious for young people and we have relentless drive, commitment and resilience to achieve that</i> • We act decisively, using our energy to deliver and exceed expectations • We understand our strengths and use them to strive for excellence • We have creative optimism and we embrace change and drive it • We have the courage and stamina to make tough decisions and see them through
Humility <i>Our work is a service that supports and challenges each person in our sphere of influence to fulfil their potential and ensure that they are engaged and inspired to perform</i> • We show empathy, sincerity and are servant-hearted in our approach • We are self-aware; continuously seeking to improve and we take full responsibility for our own development • We offer to help without hesitation and ask others for support when we need it	Entrepreneurial <i>We are enterprising and innovative – professional, optimistic and always thinking about how to improve</i> • We are commercially aware and financially conscious • We communicate well and bring people with us • We know and understand our business and the impact of both internal and external forces • We always ask ourselves how it can be done better; we are more ‘why not?’ and have the flexibility to adapt
Accountable <i>We know what we have to do and why. We have high standards and expectations of ourselves</i> • We have a clear direction and are fully accountable for delivery in our area • We take personal responsibility to deliver and exceed expectations • We seek and gain the commitment of others; helping others to achieve what they need to do, by inspecting what we expect. • We celebrate success and reward the right behaviour at the right time; fully supporting the	Focused <i>We deliver for and with young people in a way that is creative, inspiring and enjoyable</i> • We put young people at the heart of all we do • We are mindful of risk, seeking to be risk intelligent • We create a collaborative spirit where people are treated equally with respect • We focus relentlessly on results



**ENDING YOUTH
HOMELESSNESS**

appropriate challenge of inappropriate workplace behaviours	
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