

Job Description & Person Specification

Job Title: Digital Content Creator
Contract: Permanent
Hours: 37.5 hours Monday - Friday
Location: Hybrid working between home and our office at The Ark in Hammersmith
Reporting to: Communications & Brand Manager



1st Interview: 1st September 2026

2nd Interview: 7th September 2026

The role will close at 9am on Friday 21st August. We are actively recruiting for this post on a rolling basis so encourage you to submit your application early in order to be considered.

About Starlight

No one enjoys medical procedures, least of all children. From facing everyday vaccinations to the most serious of surgeries and chronic conditions, all children experience varying degrees of apprehension and fear. Feeling scared, powerless, or anxious in healthcare settings doesn't just trigger a child's emotions; it can create traumas that impact treatment success and that can have a life-long impact. Starlight's aim is to transform children's health through better experiences, by putting play at the heart of every child's healthcare.

Evidence shows that play in healthcare can reduce anxiety, fear and even pain; it helps children engage and prepare for their treatment and cope better with procedures; it minimises trauma and contributes to a better experience; and supports children to have some sense of agency and control in an environment where these opportunities are limited. Play can also reduce the number of attempts to deliver treatment, the need for sedation and the need for repeat appointments. Prioritising children's right to play in healthcare results in healthier, happier children who are involved in their own healing and recovery as well as more efficient treatment and care.

We work in over 900 healthcare settings across the UK with an ultimate vision to ensure that no child endures trauma in healthcare.

Our Culture

We believe that our success depends upon focusing on our purpose and business results and taking individual responsibility for a culture where everyone can belong, feel safe and thrive. Our values are the agreed standards that govern our behaviour and are central to our decision-making and the choices that we make. Our development programme focuses on individual awareness of our own values, strengths, and preferences – what makes us who we are – to help all colleagues think for themselves, manage their environment, and make appropriate, balanced decisions for themselves, others and Starlight. We believe that our strength is in our differences and constantly strive towards an authentic workplace culture with equity, diversity, and inclusion as central principles.

OUR VALUES

"Our standards and the environment we create through our behaviours"

Responding to the world around us



We are inspired by the changes in the world around us. We have the freedom and courage to try something new, always learning and adapting to people's needs. It means trying stuff out, seeing what happens and pushing our boundaries.

Working together for our purpose



We aim high, think big, are imaginative and curious in everything we do. We celebrate our achievements, and we help and support each other when challenges come. We all play our part in our purpose and have fun along the way.

Taking the time to understand



We take the time to understand ourselves and our impact. We actively listen, seeking to learn and understand from everyone's experiences in life. We are open to the opportunities and possibilities this awareness brings to ourselves, others, and Starlight.

Trusted to be our best



The trust we have in each other, and our purpose guides our decisions, choices, and actions. When we are trusted our confidence grows, we ask for help, and we feel safe to be who we are. In any situation we say 'we' rather than 'they'. Most of all we trust in the Power of Play for children and adults alike.

Role Overview

Reporting to the Communications & Brand Manager, the Digital Content Creator will create engaging, high-quality digital content that brings Starlight's work to life across social media, the website and other digital channels.

The role will work closely with colleagues across the organisation to capture and tell stories that demonstrate the impact of Starlight's work, amplify the voices of children, young people and families, and support fundraising, campaigns, partnerships and organisational communications.

The postholder will be responsible for planning, creating and publishing digital content across multiple platforms, helping to build engagement with Starlight's audiences while ensuring all content reflects the organisation's brand, values and strategic priorities.

Key Areas Of Responsibility

Content Creation

- Create engaging digital content for social media channels, website, email marketing and other digital platforms.
- Produce compelling written, photographic, graphic and video content that reflects the voices and experiences of children, families and healthcare professionals.

- Adapt content for different audiences and digital channels.
- Ensure all content reflects Starlight's tone of voice and brand guidelines.

Social Media Delivery

- Manage the day-to-day delivery of Starlight's social media presence – paid and organic.
- Plan, schedule and publish content across LinkedIn, Instagram, Facebook, YouTube and emerging platforms.
- Monitor engagement and identify opportunities to increase reach and community participation.

Website Content

- Update and maintain content across the Starlight website.
- Create new pages and optimise content for accessibility, user experience and SEO.
- Support development of campaign landing pages and digital resources.

Story Gathering

- Attend hospital visits, fundraising events and partnership activities to capture stories and create digital content.
- Build positive relationships with children, families, healthcare professionals and supporters.
- Ensure appropriate consent and safeguarding processes are followed.

Photography and Video

- Capture high-quality photography and video using mobile and digital equipment.
- Edit short-form videos for social media and digital campaigns.
- Produce reels, short films and other multimedia content.

Campaign Support

- Produce content that supports fundraising appeals, partnerships, events and awareness campaigns.
- Work collaboratively across the organisation to deliver integrated campaigns.

Digital Performance

- Monitor content performance using analytics.
- Identify trends and recommend improvements.
- Provide regular insight to the Communications & Brand Manager.

Person Specification

All Starlight colleagues are expected to live and demonstrate Starlight's Purpose & Values. In this role, this includes:

- **Child centred:** Passionate alignment with Starlight's purpose, keeping the needs, rights and experiences of children at the heart of all decision making.
- **Working Together For Our Purpose:** Working constructively across all teams and with partners, seeking diverse perspectives, expertise and understanding organisational priorities
- **Trusted To Be Our Best:** Using resources wisely, being aware of own impact and preferences
- **Responding To The World Around Us:** Keeping flexible to the priorities and shifting landscape of our work
- **Taking the Time to Understand:** Desire and ability to ask questions and listen to further understanding and benefit self, others and Starlight

Requirement	Essential	Desirable	Evaluation*
Experience creating engaging photography and video content for social media and digital channels.	√		I&A
Experience editing short-form video content for platforms such as Instagram, Facebook, LinkedIn and YouTube.	√		I&A
Experience managing social media channels, paid-for campaigns and community engagement.	√		I&A
Excellent copywriting and editing skills.	√		I&A
Confident capturing high-quality photography and video using smartphone and digital camera equipment.	√		I&A
Experience using Canva, Adobe Express or similar creative software.	√		I&A
Experience creating and updating website content using a Content Management System.	√		I&A
Strong organisational and communication skills.	√		I
Creative eye for storytelling through words, photography and design.	√		I&A

Experience filming and editing short-form video content.		√	I&A
Experience using Premiere Pro, CapCut or similar software.		√	I&A
Experience creating Reels, Shorts and other social-first content.		√	I&A
Experience working in the charity, healthcare or public sector.		√	I&A

*I = tested at interview, A= tested via cv / supporting statement

Please note: This job description is non-exhaustive and is subject to review with the post holder. Reasonable amendments may be made in line with the needs of the organisation.

What we offer

The opportunity and environment to be yourself and be your best. To have flexibility in where you work and the hours that you work. To join in beyond your role with our children and families, at events and activities. To work within a team with play at its heart.

A competitive salary and benefits package including ability to work flexibly between home and office, holiday entitlement of 25 days plus bank holidays increasing up to 30 days with service, office closed at Christmas in addition to holiday entitlement, matched pension contributions to 5%, life assurance, Vitality health cover, cycle to work scheme, season ticket loans.

To apply

Please apply for this role through Charity Job with your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role. Please include your portfolio, examples of, or links to your work. In your application, we'd love to hear about what inspires you about Starlight's purpose, beliefs and values with a statement that is very personal to you and gives us an insight into who you are, and how you would contribute to Starlight's success with your experience, expertise and approach.

The role will close at 9am on Friday 21st August and we are actively recruiting for this post on a rolling basis, allocation for interviews may happen as candidates apply, which may be before the interview dates stated above. As we may interview before these dates, we reserve the right to close the role earlier if we receive a number of high-quality applications.

Additional Information

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity, and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status. Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs, please let us know at that stage.

Shortlisting

Starlight is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted, we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.