

<b>Job Description</b> <b>Digital Content Creator</b>	
<b>Job Title:</b>	<b>Digital Content Creator</b>
<b>Reporting to:</b>	<b>Marketing Manager</b>
<b>Job Purpose:</b>	Active Prospects is a leading care provider with ambitious plans for growth and development. The position of Digital Content Creator is a new role that will be responsible for promoting the work of the organisation to key audiences using a wide range of digital media.
<b>Main Responsibilities:</b>	<p><b>Social media and website management</b></p> <ul style="list-style-type: none"> <li>• Create regular, engaging content for the Active Prospects website and social media channels, to drive web traffic and increase followers and e-newsletter sign-up.</li> <li>• Responsible for updating website with ad-hoc requests.</li> <li>• Build, plan and implement social media marketing – includes building mini campaigns, providing creative (e.g. branded graphics or short videos), awareness weeks/days and full engagement/use of topical hashtags.</li> <li>• Work with the Recruitment team to create content which will promote current vacancies on the website and social media.</li> </ul> <p><b>Digital marketing</b></p> <ul style="list-style-type: none"> <li>• Create regular, engaging content (e.g. short videos, written stories, graphics) for newsletters and fundraising campaigns.</li> <li>• Create branded campaigns, using MailChimp or similar platform.</li> </ul> <p><b>Other responsibilities</b></p> <ul style="list-style-type: none"> <li>• Collaborate with designers/agency to develop stand-alone creative to support organisation, and use throughout digital channels.</li> <li>• Work with partners/across the organisation to capture short stories and quotes.</li> <li>• Create, design and upload digital leaflets or event marketing.</li> <li>• Maintain a stock of creative and engaging photographs to visually promote our work, ensuring photo permissions have been obtained.</li> <li>• Support Business Development colleagues with fundraising initiatives.</li> <li>• Support the Marketing Manager with other day-to-day marketing tasks.</li> </ul>
<b>General Responsibilities:</b>	<ul style="list-style-type: none"> <li>• To ensure the Organisation’s policies and procedures are followed at all times when delivering services. In particular, to be aware of, comply with and promote at all times: <ul style="list-style-type: none"> <li>○ Safeguarding policies and practices.</li> <li>○ Equality &amp; Diversity policies and practices.</li> <li>○ Health &amp; Safety policies and procedures, in order to protect your own safety and the safety of others.</li> </ul> </li> <li>• To ensure any information relating to people we support, staff or the organisation is treated in the strictest confidence and in accordance with GDPR.</li> </ul>

	<ul style="list-style-type: none"><li>• To undertake mandatory and other agreed training and development activities as required carrying out the duties of the post effectively.</li><li>• Participate positively in regular supervision and appraisals.</li><li>• Carry out any other duties as requested by your line manager and senior managers of the organisation.</li><li>• To at all times act as a positive role model for colleagues and people we support and to represent the organisation in a professional manner.</li></ul>
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<b>Name of Job Holder:</b>		<b>Signature of Job Holder:</b>		<b>Date:</b>	
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**Person Specification**

**Communications, Marketing and Fundraising Coordinator - Graduate Trainee**

Values	Requirement		Measures
	Essential	Essential	
<b>Aspiring</b> – we are ambitious for our people and ourselves	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Caring</b> – we care about people and their wellbeing, acting with kindness and empathy	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Trusting</b> – we act with integrity and are open, honest, and transparent	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Inclusive</b> – we actively promote Equity, Diversity, and Inclusion in all we do	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Vocal</b> – we amplify the rights of people to have a good life with equitable health and wellbeing outcomes	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Ethical</b> – we work with integrity, uphold good governance principles and act sustainably	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>

Experience and Other Requirements	Requirement		Measures
	Essential	Desirable	
Ability to create engaging digital marketing content – including but not limited to: short videos, basic graphic design, written content, photography.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Ability to grow social media following across multiple platforms.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Able to work independently, with the confidence and credibility to try out new digital marketing approaches.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Excellent written skills with the ability to create engaging and persuasive written content for different audiences.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Personable and able to quickly build positive working relationships with internal and external colleagues.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Working knowledge of a range of digital, web and social media tools – e.g. Adobe InDesign, Canva, Adobe PremierePro, Wordpress, Hootsuite.		✓	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
Excellent organisational skills with the ability to prioritise and manage a busy workload.	✓		<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
A degree, relevant professional or technical qualification.		✓	<ul style="list-style-type: none"> <li>• Application</li> </ul>
Full Driving Licence and able to use own vehicle for business use		✓	<ul style="list-style-type: none"> <li>• Application</li> </ul>

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