

A photograph of two women in white lab coats. The woman in the foreground is holding a small, dried, light-brown leaf between her fingers. She is wearing a ring on her finger. The woman in the background is smiling and looking at the leaf. The background is a plain, light-colored wall.

**Digital Content Officer
London**

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Contract: Permanent, full-time contract.

Hours: 35 hours

Salary: £32,000 - £36,000

Location: Hybrid, anchored to the London Carers Trust office 1 day a week. Flexibility to work from other Carers Trust's offices around the UK when needed.

Why this role is pivotal to Carers Trust



This exciting new role offers a talented digital storyteller and content producer the opportunity to specialise in social media, video, written case studies, website content and storytelling, showcasing Carers Trust's impact and inspiring people to take action. As a key member of the Marketing and Communications Team, you will have a keen eye for visual storytelling and use your hands on camera skills to develop high-quality digital content that builds public awareness of: the challenges facing unpaid carers; and how Carers Trust, our network of local carer organisations (Network Partners) across the UK and our fundraising partners support unpaid carers.

You will work with colleagues across the organisation to develop content for campaigns and projects, including gathering stories through our Network Partners, working with freelance videographers, and creating engaging content across our digital and social media channels. You will also respond to reactive communications requests, write effective social media copy, and produce Canva graphics to support both planned campaigns and timely communications.

You will ensure the stories we tell bring our work to life and support our key strategic priorities, through a consistent approach and maintaining high engagement across video, written and photographic content. This includes content for flagship campaigns such as Young Carers Action Day and Carers Week.

In this role you will



- Telling the story of the impact that Network Partners, donors and funders are having on unpaid carers' lives
- Create content that leads and shapes the conversation about carers and social care to influence policy and decisions makers in Government.
- Bringing campaigns, appeals and communications to life and supporting marcomms, policy, fundraising and delivery colleagues

Main responsibilities (*not an exhaustive list*)



- Gathering powerful stories which reflect the work we do and the impact on the lives of those who use our services.
- Working with Marketing and Communications colleagues to turn these stories into high-quality creative content for Carers Trust's online channels.
- Leading our day-to-day social media channels, including: developing evergreen and reactive social media content, planning the social media schedule, writing social media copy in a timely and effective manner for key audiences; social media monitoring, including community moderation and responding to comments and replies.
- Filming and editing video, developing video primarily for social media, effective storytelling through video, and editing using Premiere Pro.
- Sourcing, interviewing, writing up and editing new stories, ensuring Carers Trust can tell its story effectively, with content edited to our house style and exacting standards of accuracy.
- Creating consistent, visually compelling on-brand graphics for social media, for both day-to-day use and campaigns.
- Edit and curate the Carers Trust's website, using our content management system, Unicity (similar to WordPress, training will be provided), to create blogs and landing pages as well as update existing pages.
- Project management, leading on specific projects and campaign, producing content, including large campaigns such as our flagship campaign, Young Carers Action Day.
- Act as a brand guardian: maintaining consistent, on-brand content across digital channels in line with our brand guidelines, and providing quality control over social media requests from other departments.
- Building and maintaining key relationships with colleagues and Network Partners, ensuring they are clear on how the stories on which they collaborate will be used.
- Managing bespoke content creation projects, providing regular updates on development and production.

Main responsibilities

Continued



- Working with Marketing and Communications colleagues to ensure video and photography content is developed, organised, used and saved on our Digital Asset Management (DAM) System.
- Evaluating engagement with online content and measuring social media and digital performance, using data and analytics to drive decision-making, and working alongside the Digital Engagement Manager to produce reports against team KPIs.
- Repurposing existing content for different audiences and projects.
- Playing a key role in the Marketing and Communications Team and collaborating closely with colleagues and teams throughout the charity.
- Responsibilities are not limited to those outlined above and may evolve in line with the needs of the organisation.

Our ideal candidate



If you don't meet every point beyond the essential requirements, we'd still encourage you to apply – we're looking for the right person as much as the perfect match on paper.

Essential:

- Proven work experience in content marketing, digital marketing, content creation or video production, with content marketing experience.
- Excellent writing, editing skills and attention to detail, as well as the ability to adapt tone and style to diverse audiences.
- Social media experience, managing social media channels, developing content and graphics, planning content schedules, and using social media publishing and scheduling tools.
- Hands-on camera experience, confident filming content for social media and other digital channels.
- Video editing experience, ideally using Adobe Premiere Pro, with a strong understanding of storytelling through video.
- Graphic development experience, using design software such as Canva (preferred) to create consistent, on-brand social media graphics; experience with Photoshop and InDesign is beneficial but not essential.
- Website editing experience, with hands-on experience of Content Management Systems (e.g. WordPress). Training will be provided on our specific CMS, Unicity.
- Experience gathering case studies, including sourcing, logistics and execution.
- A commitment to equal opportunities and diversity principles.

Desirable:

- Familiarity with basic SEO, including knowledge of on-page SEO and completing metadata such as meta titles, meta descriptions and keywords within the website CMS.
- Experience using analytics tools to measure content and social media performance.
- Knowledge of Digital Asset Management systems.
- Knowledge of how to make online and offline materials accessible, to ensure they meet the needs of a diverse audience and website accessibility requirements.
- Knowledge of safeguarding and GDPR.
- Experience maintaining brand guidelines across digital content and channels.
- Experience briefing freelancers and multi-media producers on project requirements.
- Excellent project management skills and the ability to prioritise complex workloads.
- A creative flair and strength in generating ideas.
- Ability to produce content efficiently to meet campaign or organisational deadlines.
- Ability to work effectively as part of a team with colleagues and external stakeholders, including Network Partners, and to form effective working relationships.

Our ideal candidate



Continued

Other:

- Degree or equivalent work experience in Marketing/Communications, Journalism or a relevant field.
- Excellent time-management skills and ability to manage multiple priorities, delivering work to deadline.
- Ability to be administratively self-servicing, including managing email, word processing and spreadsheets.
- Flexibility and the ability to work outside normal office hours, including some travel within the UK (time in lieu will be provided).
- Eligibility to live and work in the UK.
- The role will require you to commit to principles of confidentiality and consent processes, including the ability to follow organisational policies around managing sensitive information such as carers' case studies.

How to apply



Applications are to be submitted through the Carers Trust recruitment portal, please upload your CV and a supporting statement setting out how your skills and experience match the criteria for this role.

We are happy to accommodate any adjustments you may have and will share all interview questions in advance as part of our commitment to inclusive hiring.

For an informal conversation or any questions about the role please contact recruitment@carers.org

- **Application deadline:** Tuesday 1st September
- **Expected interview date:** W/C Monday 14th September

