



Content Designer

Reports to: Digital Product Manager
Contract: 6 Months – Fixed Term Contract, starting early August 2024 (maternity cover)
Hours: Part time 3 days per week
Salary: £45,000 (FTE) per annum (depending on relevant experience, plus a wide-ranging benefits package)

(As an organisation we support flexible working. Many of our staff work flexibly in many ways, including part-time and working from home. Please talk to us at interview about the flexibility you need)

Location: Hybrid / Golden Square, London

About the Film & Television Charity

The film, TV and cinema sectors are widely admired and crucial to the UK economy, both in terms of our exceptional creative talent and the sector's growing economic importance. But a culture of long hours, challenging conditions, and sometimes harmful cultures and behaviours can also make it a tough sector to work in, with the retention of talent an ongoing problem as a result. In 2019, the charity found that 9 in 10 working behind the scenes had experienced poor mental health in what was described as a 'mental health crisis'. More recently, with a host of factors challenging job security in the sector, the charity has also uncovered a startling lack of financial resilience across the workforce, with financial pressures only contributing to pressure on mental health and wellbeing.

The Film and TV Charity exists to support the 200,000 people who work in TV, film and cinema. Since the introduction of the Film and TV Support Line in 2018, the charity has been on an exciting journey of change and has joined industry partners at the forefront of the movement to make work better for everyone in the industry.

We are pursuing a strategy to improve the wellbeing of everyone working in the industry – mental, financial, and physical – in order to help build a fairer and happier industry for all. We are doing this through a combination of the direct support we provide to individuals and what we call our work to 'make change' at a structural level in the industry. We are mainly funded by donations from both corporates and individuals, and successful fundraising is critical to the delivery of our work.

We have committed to ensuring our services are relevant to and engaging with everyone in the industry, at every stage of their career, no matter what their background. This means applying an equity, diversion and inclusion lens to everything we do.

Role Overview

Working with the Whole Picture Toolkit's Digital Product Manager, wider digital roles, and our industry and mental health subject matter experts, you'll help shape the future product.

The Toolkit supports the mental health and wellbeing of thousands of crew members across the UK and on location overseas, through guides and templates.

This broad hands-on role offers a great opportunity to develop product skills and demonstrate how important content design techniques are in helping meet user and charity needs.

The role will evolve as research and testing determine the proportion of new content and features needed in the next version of the Toolkit – ideal for someone looking to develop their product management skills.

The Toolkit is currently in a discovery phase, so the focus of this contract will be on product research, including analytics, user research, competitor research and supporting product scoping, as well as content planning and preparing for production. The role will also lead on maintaining the content and functionality of the current Toolkit.

Main Areas of Responsibility

- Design and write structured, clear, optimised content for various digital formats, including printing (later in contract)
- Update content, navigation and links across products and services – for example, on websites, forms, email, customer data and social media – using content management and other systems, including Wordpress.
- Lead on content planning with subject matter experts, and feedback on content, in a supportive manner
- Report on site performance and user behaviour using a range of analytics tools
- Carry out user research and testing of product concepts, content and features, and related desk research
- Create low fidelity wireframes for developers and stakeholders, for content and features
- Carry out content and site mapping and audits
- Work with external design and development agencies, on product development and maintenance tasks
- Support product governance processes, as required

Skills and Capabilities Required

Skills	Demonstrates	Essential/Desirable
Content production and optimisation	Creates and optimises content and navigation to high standards: including house style; SEO; metadata; links; internal search; accessibility; and legal compliance	E
Content planning	Develops clear content plans for stakeholder review and content production	E
Content management	Works confidently with different content management systems, and related systems	E
	Migrates content seamlessly, so issues are avoided	E
	Understands the basics of frontend code, so template and analytics issues can be tested and resolved with agencies	D
User experience design	Designs content with complex journeys for various user types	E
	Creates clear low-fidelity wireframes	E
	Contributes to low-fidelity clickable prototypes	D
Analytics	Uses Google Analytics extensively, and heat mapping tools where needed	E
Experience		
Agile working	Has worked in agile environments, where content is continually tested and iterated on	E
	Has created and prioritised user requirements for UX designers and developers, for example, writing user stories and prioritising them using MoSCoW methods	D
Content strategy	Has contributed to content strategies	E
Project management	Has worked with a range of project management tools, including Excel and software tools	E
	Has managed key parts of product relaunches	D
Stakeholder management	Has collaborated with stakeholders from a range of disciplines and levels	E
Product strategy	Has contributed to product strategies	D
Multimedia content	Has created multimedia content, with tools such as Adobe Acrobat and Premier	D
Multi language	Has worked with multiple language websites	D
Knowledge		
User-centred design	Has a deep understanding of user-centred design, user needs and user experience	E

What we look for in a candidate

To join our team, you will be a people person who is passionate about making a difference. You will be a committed team member but also confident working on your own initiative, with a flexible working approach according to the situation.

Diversity statement

The Charity recognises that people from some backgrounds are under-represented in the film and TV industry and in the third sector and is committed to doing what it can to correct this. Therefore, we are especially keen to receive applications from people of colour; people with disabilities; those who identify as LGBTQIA; people with a mental health condition; and people who identify as working class now or in the past.

If you need us to make any adjustments to our recruitment process, we will be happy to support you.

The charity is committed to safeguarding and promoting the welfare of everyone who have contact with its services and personnel.

Applying for this role

To apply, please complete the short application form available on the [website](#), please ensure your CV & Covering note outlining what skills, abilities and experience you can bring that makes you an ideal candidate for this role.

Applicants will be asked to complete a diversity monitoring questionnaire.

If you have any questions, please contact jobs@filmtvcharity.org.uk.

Application deadline:

Closing date for applications: 5pm on 26th July 2024

This is not an exhaustive job description and may be subject to change according to the needs and development of the role. It is expected that the post holder may undertake such other duties as may reasonably be requested.