

## **Creative & Content Officer – Job Description**

**Reporting to:** Head of Fundraising and Marketing

**Direct Reports:** None

**Salary:** £27,000 per annum

**Hours:** Full Time

**Location:** Remote, with occasional travel for team meetings

### **About Dreams Come True**

Dreams Come True is a national charity that makes life-changing dreams come true for children living with serious illness, disability and disadvantage. Through memorable experiences, special opportunities, equipment and family breaks, we help children build confidence, create lasting memories and enjoy more of what matters to them.

We may be a small charity, but we have big ambitions for the children and families we support. We are investing in our people, systems and digital tools so we can reach more supporters, raise more sustainable income and make more dreams come true.

### **Job Purpose**

The Creative & Content Officer will lead the day-to-day delivery of Dreams Come True's social media, graphic design and website content. These are three equal parts of the role, helping the charity share its impact, reach and engage supporters, and present a clear and consistent brand across digital and print channels.

The postholder will plan, create and publish social media content; design high-quality digital and print materials; and manage and improve day-to-day website content. They will also create simple short-form video and turn agreed stories, impact evidence and fundraising messages into engaging content for different audiences and channels.

Working closely with colleagues across the charity, the postholder will deliver creative work from agreed briefs and priorities. They will help improve the quality and consistency of our digital presence while supporting fundraising, awareness and engagement.

We are looking for someone who is creative, organised and collaborative, with a good eye for detail and the ability to manage several priorities. They will be comfortable adapting content for different audiences and channels while working within brand, accessibility, consent and safeguarding requirements.

This role would suit someone at the start of their marketing, communications or creative career, or someone looking for a second role that broadens their experience across social media, graphic design and website content. We are more interested in skills, potential, creativity and a strong portfolio than in a particular number of years' experience.

## **Key Responsibilities**

### **Graphic Design & Brand Delivery**

- Create high-quality digital and print assets for fundraising campaigns, appeals, events, partnerships and supporter stewardship.
- Produce social graphics, email assets, presentations, reports, toolkits, posters and other materials using agreed templates and brand guidelines.
- Maintain an organised library of approved templates, photographs, video and creative assets.
- Prepare accurate artwork for digital and print production, following agreed specifications and approval processes, and flag work that requires specialist external support to the Head of Fundraising and Marketing.

### **Social Media Management**

- Schedule and publish agreed content across the charity's priority social media channels, maintaining an accurate and consistent publishing rhythm.
- Create platform-appropriate posts that support awareness, engagement, lead generation, fundraising and stewardship objectives.
- Monitor comments and messages, respond or escalate appropriately, and help build positive online communities.
- Manage the charity's social media scheduling and publishing platform, currently Hootsuite, keeping content calendars, access and scheduled posts accurate and up to date.
- Track content performance and share practical learning with the Senior Leadership Team (SLT).

### **Website Content & Management**

- Manage and publish day-to-day website content, keeping key pages accurate, current, accessible and on brand.
- Create and update campaign pages, news stories, impact content, forms and calls to action in line with agreed priorities.
- Work with the Individual Giving & Audience Growth Manager to improve supporter journeys, donation pages and website conversion.
- Use website data and feedback to identify practical content and usability improvements.
- Manage day-to-day content within the Access website platform, keeping pages, forms, links and campaign content accurate, current, accessible and on brand.
- Coordinate technical or specialist website work with external suppliers where needed.

## **Video, Photography & Storytelling**

- Create and edit simple short-form video content for social media and campaigns using mobile or accessible desktop tools, working from agreed briefs and existing brand templates.
- Work with colleagues to identify strong stories and turn them into clear, respectful and engaging content.
- Support photography and content capture at dreams, events and other activities where appropriate.
- Add captions, accessible text and appropriate formats so content works effectively across channels.
- Ensure all storytelling follows consent, safeguarding, dignity and brand requirements.

## **Storytelling, Video & Campaign Support**

- Prepare and publish content for email, paid social media and fundraising campaigns in line with agreed briefs.
- Build and format agreed email campaigns in Mailchimp, working to briefs and audience plans set by the Individual Giving & Audience Growth Manager.
- Adapt core content for different audiences and channels while maintaining a consistent message and visual identity.
- Support Community, Events, Corporate and Dream Delivery colleagues with planned and prioritised content needs.
- Maintain a forward content planner, manage deadlines and ensure work is approved before publication.
- Monitor trends and identify practical creative opportunities that fit the charity's audiences, brand and resources.

## **Success Measures**

- A consistent, high-quality flow of social media, graphic design and website content delivered to agreed deadlines.
- Social media content is published consistently, meets agreed quality and accessibility standards, and contributes to improved engagement and traffic against channel benchmarks.
- High-quality digital and print design that strengthens campaigns, communications and the charity's visual identity.
- Website content is accurate, current, accessible and contributes to stronger supporter journeys, engagement and conversion.
- Increased use of effective short-form video and supporter storytelling across priority channels.

- Accurate use of consent, safeguarding and accessibility standards, with no avoidable compliance breaches.
- Positive internal feedback on the quality, responsiveness and organisation of creative support.

## **Person Specification**

### **Essential**

- A portfolio showing practical experience across graphic design, social media and website content. This may have been developed through employment, internships, volunteering, education, freelance work or personal projects. We welcome evidence of capability and potential from candidates at the start of their careers as well as those with more established experience.
- Confident practical skills in Adobe Creative Cloud, particularly InDesign, Illustrator and Photoshop, or evidence of the ability to develop these quickly; strong Canva skills; and a good eye for layout, typography, image selection and brand consistency.
- Experience creating and publishing social media and website content, gained through employment, volunteering, education, freelance work or personal projects, with an understanding of how content should be adapted for different platforms and audiences.
- Practical experience using content platforms such as Hootsuite, Mailchimp and a website content management system; experience of Access is helpful but not essential.
- Ability to capture and edit short-form video using accessible desktop or mobile tools.
- Clear, engaging written communication and strong attention to detail.
- Good organisation, the ability to manage a content calendar and confidence working to multiple deadlines.
- Ability to interpret a brief, receive feedback constructively and work collaboratively across teams.
- Sound judgement when handling personal stories, images, permissions and sensitive information.

### **Desirable**

- Experience creating content in the charity, fundraising or purpose-led sector.
- Photography, animation, audio editing or motion-graphics skills, or an interest in developing these areas.
- Experience building marketing emails.
- Understanding of social media analytics, paid-social creative and digital accessibility.

- Knowledge of UK GDPR, consent and safeguarding in relation to content and storytelling.