

## Job Description

<b>Role Title</b>	Digital content producer		
<b>Directorate</b>	Marketing and Communications		
<b>Team</b>	Content team		
<b>Line Manager</b>	Head of content		
<b>New/ Existing Role</b>	Existing role		
<b>Perm/ Fixed Term</b>	Permanent	Grade 3	
<b>Job Purpose</b>	<p>To help us in our mission to address the climate emergency by creating quality, engaging, insight-led content for our audiences. Work closely with the head of content and the content manager to create graphics, images, GIFs, video, audio, quizzes and blogs for our website and social media.</p> <p>Create content in-house as well as commissioning external content producers to deliver briefs to budget and deadline.</p>		
<b>Resource Management Responsibilities</b>	<b>Budget/ Equipment Accountabilities</b> None	<b>People Accountability</b> None	<b>Contractor Accountability</b> None
<b>Critical Accountabilities</b>	<ul style="list-style-type: none"> <li>• Use audience insights, analytics, SEO and external trends to generate fresh content ideas to support the delivery of our content strategy and our campaigns.</li> <li>• Work in-house with Adobe software to create graphics, images and GIFs,</li> <li>• Record and edit short videos and audio for our website and social media platforms.</li> <li>• Write long-form website blogs, snappy social copy, in-depth case studies and film scripts when required to support the content manager and social media manager.</li> <li>• Produce content to deadline, in line with the content workflow, as directed by the content manager.</li> <li>• Storyboard ideas to demonstrate how content concepts will be executed.</li> <li>• Write briefs to commission external content creators (film makers, animators, photographers etc.) and manage them to budget and deadline.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Work with the digital manager (corporate) to review the success of your content, using data analysis to evaluate performance and implement learning.</li> <li>• Manage all digital content assets and make sure content can be repurposed so we can respond to the reactive opportunities.</li> <li>• Ensure Energy Saving Trust's brand is applied correctly and consistently across all content, dealing with brand inquiries, and supporting the development of the brand in digital spaces.</li> <li>• Undertake other activities as required to support the overall delivery of the marketing communications strategy.</li> </ul>
<p><b>Essential knowledge, skills and qualifications required</b></p>	<p><b>Must have:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable experience of digital content production, including creating graphics, images and GIFs, recording and editing short videos and audio for websites and social media platforms.</li> <li>• Excellent understanding of the principles of storytelling, particularly through social media, and the ability to turn complex ideas into succinct, compelling content</li> <li>• High level of proficiency in Adobe software to create and edit images, films and audio.</li> <li>• Strong knowledge of industry best-practice, including content delivery standards and accessibility.</li> <li>• Demonstrable writing and copy-editing experience for website and social media, and interviewing for case studies, with strong attention to detail.</li> <li>• Experience of briefing and managing external content creators to budget and deadline.</li> <li>• Experience of SEO, Google Analytics and being able to turn data into insights.</li> <li>• Understanding of how to create content in line with GDPR.</li> <li>• Experience in applying brand, tone of voice and using house style in digital spaces.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of the environmental sector.</li> </ul>