



## Content Creator

**Functional Team:** Campaigns - Content and Mobilisation

**Reports To:** Head of Content and Mobilisation

**Salary:** £34,800 - £42,600

**Location:** UK - Nationwide

**Working Arrangements:** Remote working, permanent, regular or ad hoc

### MISSION OBJECTIVE

The Content and Mobilisation Team at 38 Degrees is accountable for the programmatic management and technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanize 38 Degrees' community of supporters to advocate for change. The Content and Mobilisation (CAM) Team uses content and social media platforms to elevate the experiences and stories of our community of supporters, educate and persuade, mobilise supporters, and reach both decision makers and target audiences. We also invest in digital activism so that supporters are better organised and directed to amplify our 38 Degrees message and actions.

Reporting to the Head of Content and Mobilisation the Content Creator is responsible for developing and producing compelling content for our social media channels to help drive the campaigns we run and serve our vision of changing the country to become fairer, more respectful and more sustainable. The role is responsible for measuring and monitoring the outcomes achieved from the content that supports campaigns and suggests solutions for improvements. The Content Creator is passionate about social media and is interested in helping people across the country tell their stories and speak out about the issues impacting their lives.

This job describes the role of Content Creator. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

#### Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

## DUTIES AND RESPONSIBILITIES

### MANAGE INTEGRATED PROCESSES



- Develop and produce visual and written content that engages and grows our social audiences across channels.
- Proactively pitch content ideas and tactics that align with campaign objectives and the organisational strategy.
- Support the CAM team in writing content, producing visuals, and writing briefs for freelancers.
- Understand and master the 38 Degrees approach: translating complex issues into understandable concepts, to produce content that is engaging and which creates impact.
- Ensure all content supports the organisational strategy and 38 Degrees brand.

### ALIGN



- Advise managers and staff on guidelines, timelines, and procedures regarding the development of content to support smooth and sustained delivery of content for 38 Degrees.
- Collaborate with Campaigns and CAM teams to produce content that meets campaign and organisational goals.
- Works closely with the Community Insight and Support team to build a nuanced understanding of our audience and content for case studies
- Collaborate with Campaign teams on content development and social media-focused tactics.
- Monitor and assess performance of content developed across channels feeding back on successes and developmental areas - and leading necessary changes to execute best practice.

### SUSTAIN SERVICE



- Responsible for managing, producing and planning the content calendar.
- Ensure content is high-quality and aligned with the 38 Degrees brand.
- Lead on educating the wider team on best practice for creating quality and engaging content and advocate internally for the use of content as a campaign tactic.
- Evaluate and improve content delivery to better serve our community of supporters and target audiences.

## TARGET SKILLS PROFILE



### SUBSTANTIVE KNOWLEDGE

Demonstrable capacity gained through significant experience in developing and producing high quality content and in reviewing and ensuring agreed targets and impact of content deliverables are fully evaluated.

#### **CONCEPTUAL**

Understands the interconnection of services/products that support the delivery of content

#### **APPLIED**

Develop and produce content in a timely manner working collaboratively with colleagues.



### COMMUNICATION SKILLS

Significant demonstrated skill in working with internal and external stakeholders to deliver high quality content.

#### **INTERNAL**

Significant experience in working collaboratively with teams to understand goals and produce content.

#### **EXTERNAL**

Lead on coordinating client engagement across a range of deliverables ensuring coordinated provision of service



### EXECUTION SKILLS

Demonstrable significant experience in sustaining high quality deliverables that continue to meet internal and external expectations.

#### **TIMELINESS**

Significant experience in setting measurable production targets in collaboration with management and ensuring that these targets are understood, applied, and

#### **QUALITY**

Conduct structured review of provision of services ensuring the established quality standards are sustained

collaboratively achieved across teams.

## **TARGETED SPECIALISED KNOWLEDGE**

- Significant experience in developing and producing reactive content in a news or campaigning environment, with the ability to produce examples.
- Significant experience of quickly distilling complex issues into content or concepts that can be easily understood by the masses.
- Strong skills in either or both graphic design or video editing.
- Strong experience using Adobe Creative Suite (Premier Pro, After Effects, Photoshop, Illustrator etc.) both with live footage as well as motion and static graphics.