



Content Creator

Functional Team: Campaigns - Content and Mobilisation

Reports To: Head of Content and Mobilisation

Salary: £25,000 - 30,600

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 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 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

EXECUTE INTRICATE TRANSACTIONS



- 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 copy, producing visuals, and writing briefs for freelancers.
- Ensure all content supports the organisational strategy and 38 Degrees brand.

INFORM



ENGAGEMENT

- 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.
- Collaborate with Campaigns teams on content development and social media-focused tactics.

PRIORITISE AND SELECT



DELIVERY

- Assist with management and planning of the content calendar and community.
- Ensure content is high-quality and aligned with the 38 Degrees brand.
- Educate the wider team on best practice for creating quality and engaging content and advocate internally for the use of content as a campaign tactic.

TARGET SKILLS PROFILE



SUBSTANTIVE
KNOWLEDGE

Demonstrable capacity gained through experience in the maintenance and provision of content driven deliverables.

CONCEPTUAL

Understands the interconnection of services/products that support a comprehensive platform.

APPLIED

Produce content in a timely manner.



COMMUNICATION
SKILLS

Demonstrate skill in content production.

INTERNAL

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

EXTERNAL

Coordinate client engagement across a range of deliverables ensuring coordinated provision of service



Demonstrable significant experience in sustaining high quality deliverables that continue to meet client expectations.

TIMELINESS

Significant experience in setting measurable production targets in collaboration with management and ensuring that these targets are understood, applied, and collaboratively achieved across teams.

QUALITY

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

TARGETED SPECIALISED KNOWLEDGE

- Experience in producing reactive content in a news or campaigning environment, with the ability to produce examples.
- Experience of quickly distilling complex issues into copy 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.