

Creative Content Officer

Reports to:	Press, Channels & Content Manager		
Department:	Communications, Insight & Innovation	Grade:	SO2
DBS Status:	No DBS required	Politically restricted:	No
Job Purpose:			
<ul style="list-style-type: none"> • Support the delivery of the Corporate Communications Strategy. • Reach and engage residents, local businesses, staff and other target audiences with engaging, creative content that helps to enhance and protect the reputation of the council. 			
Values			
<p>Collaborate proactively. Lead inclusively. Embrace change. Be bold and curious. Celebrate and share our success.</p>			
Job specific roles and responsibilities			
<ol style="list-style-type: none"> 1. To plan, create and distribute engaging multimedia designs, graphics, imagery and films, that are tailored to the channel and audiences. 2. Proactively seek out great stories, in line with the council's Communications Strategy and corporate priorities, organise photoshoots, filming and interviews with case studies and spokespeople as needed. This will include occasional evening and weekend working, to cover key events. 3. Work collaboratively with colleagues to develop and deliver a planned content calendar, across a variety of digital platforms. 4. Keep up to date with best practice in digital content and emerging trends and use that expertise to advise colleagues on approaches that are most likely to succeed in reaching and engaging their audience(s). Present ideas and take on board client feedback to produce finished agreed content. 5. Be a designated drone pilot for the council, responsible for capturing dynamic and engaging aerial footage. This includes undertaking all required training and adhering to regulations to ensure the safe and legal operation of drones for creative content, marketing, and special projects. 6. Contribute to the content and design of YourBrent Magazine, as well as print materials (e.g. flyers, posters) as needed. Work within corporate design and style guidelines. 7. Schedule content, spot opportunities to grow and sustain engagement with the council's target audiences, analyse the performance of content and learn from what works. 8. Ensure all content maintains a consistent brand and tone of voice and messaging across all channels. 9. Ensure materials are produced to deadline and within budget. 10. Advise colleagues in relevant service areas to ensure that all materials produced are in compliance with the 1988 Local Government Act on publicity. 			

11. Make a positive contribution to the delivery of the communications service, including working flexibly and positively and proactively suggesting ways to make the team more efficient and cost effective.
12. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
13. Undertake any other duties commensurate with the general level of responsibility of this post.

Essential Requirements (key skills & qualifications)

Knowledge and Qualifications

1. Graphic design, or design related, course or relevant experience in a design position
2. Knowledge and experience of receiving a design brief and taking it through to successful completion
3. Excellent knowledge of graphic design principles and typography
4. Knowledge or experience using Apple Mac systems and the latest versions of Adobe CC suite - InDesign, Illustrator, Photoshop, and Acrobat
5. Good knowledge of Adobe Premiere Pro film editing software.

Experience

6. Experience of designing eye-catching print materials – including infographics, brochures, posters, pamphlets, flyers, adverts, banners, large formats, signage, and ad hoc projects
7. Experience of designing for web
8. Experience in camera operation, filming and editing

Skills and Abilities

9. Highly creative with the ability to conceive and execute innovative designs speedily, with strong attention to detail while managing multiple projects and deadlines
10. Ability to communicate effectively with officers at all levels, and with external suppliers
11. Ability to self-shoot interviews and locations on a single video camera, microphone and basic lighting rig, and then edit down the footage in Adobe Premiere Pro and the Adobe CC suite

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs