



Digital Content Creator

Job Description and Personal Specification

Job Title	Digital Content Creator
Line Manager	Communications Manager
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent, Full-Time Office-based with travel and potential for hybrid working
Salary	Up to £28,000 DOE

Summary of role

Multi-award-winning The Grand Appeal works in partnership with Aardman to support Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit. We are looking for a Digital Content Creator to join The Grand Appeal marketing and communications team in a new and dynamic role.

As a skilled and creative storyteller, you will work on crafting impactful, compelling content that can be used across social media and our websites to share our community's stories while demonstrating the impact of our work to successfully engage audiences and grow our network. You will be a motivated and ambitious individual who is able to put people at ease when filming and interviewing and have experience of handling sensitive content. The successful candidate will bring strategic insight into content marketing that will help our brand to grow and develop.

Through the content you create and share, you'll tell the story of The Grand Appeal and inspire people to support our life-changing work. For over 30 years, we've helped make Bristol Children's Hospital a world-class centre for children's healthcare by funding pioneering equipment, ground-breaking research, family accommodation, and uplifting environments that bring comfort and hope. Your storytelling will shine a light on the incredible patients, families, and staff we support, helping to demonstrate the impact of our charity's work.

Due to the nature of this role, the postholder will be expected to travel for work in order to obtain content across our sites and other locations. A full UK driving license and access to a vehicle is essential.

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What we offer:

The Grand Appeal offers a dynamic, supportive, and rewarding workplace for its approx. 45 staff. We have a strong team culture in which all staff are expected to play an important part. Our staff are talented, creative, ambitious and The Grand Appeal's most important resource.

- Competitive salary
- Generous holiday allowance
- Healthcare plan (after probation)
- Pension scheme (including salary sacrifice)
- Hybrid working

If this sounds like the right workplace for you, you have the required skills and experience, and you are looking for a new challenge, we would love to hear from you.

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Key tasks and responsibilities:

- Lead on the production of high-quality video content for distribution across our digital channels, including storyboarding, scripting, shooting, editing and post-production while delivering to agreed deadlines.
- Produce a range of other visual content to support our social media and website content requirements, including both still photography and graphics.
- Create content that brings the work of The Grand Appeal to life and showcases our supporters and service users by responding to briefs as well as generating your own creative ideas.
- Work closely with the rest of the Marketing and Communications Team to create digital content that supports social media campaigns (both paid and organic).
- Work with the Communications Manager and Senior Digital Marketing Executive to amplify fundraising campaigns through video-led content.
- Contribute to our social media content calendar, ensuring consistent and timely delivery of content.
- Use creative storytelling techniques and digital tools to communicate our cause effectively.
- Conduct regular content-gathering visits to our family accommodation facilities, retail shop, Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit.
- Meet with patients, families, and hospital staff in a professional and compassionate manner, helping them feel at ease while gathering authentic, high-quality content.
- Develop and manage relationships with influencers and content creators, coordinating video-led collaborations that showcase The Grand Appeal's work and campaigns. Research and keep updated with social media trends to ensure our content aligns with each platform's user base.
- Review and analyse success metrics for visual content, using these insights to constantly test and refine our digital offering.
- Ensuring all content meets the brand guidelines and organisational tone of voice.
- Ensure our consent process is followed when creating content that features people and manage the storing of video and other visual content.

Data protection

- Protecting an individual's personal data and recording data and image use according to procedure is important to The Grand Appeal. The position holder must uphold this responsibility in their work, complete required training, and comply with all communicated expectations.

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Wider responsibilities include:

Development

- Keep abreast of trends in social media and track awareness days and key events applicable to the Charity, Bristol Children's Hospital and Neonatal Intensive Care Unit at St Michael's Hospital.
- Seek out opportunities for sector training to gain valuable skills and insight that will support the responsibilities of your role.
- A commitment to personal and team growth and learning.

Supporting the wider team

- Attend and assist at some of our fundraising events and any photography or videography projects for marketing purposes.
- Provide support to the operation of our stall in Bristol Children's Hospital, selling merchandise and liaising with potential supporters.
- Carry out other tasks/duties to support teams and colleagues across the organisation.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the charity. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. While they list some key tasks, there will also always be tasks that arise, and which can be reasonably expected of the role.

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults. As such, we expect all staff and volunteers to share this commitment. The selected candidate will be appointed subject to a DBS check.

How to apply

Complete the application form and send to jobs@grandappeal.org.uk along with a copy of your CV and evidence of your previous content creation work. **The closing date for applications is midnight, Sunday 23 November.**

For an informal discussion, please contact Chloe Smith, Communications Manager, at hello@grandappeal.org.uk

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Personal specification

E = essential

D = desirable

Experience and knowledge

Importance	Criteria
E	Have at least three years of experience creating compelling, user-centred content for an organisation with multiple digital channels.
E	Good knowledge of digital editing software (i.e. Adobe Premiere Pro, Cap Cut, etc.).
E	Experience in using a variety of social media platforms.
E	Strong photography and videography skills as well as technical knowledge, with the ability to create high-quality content.
E	Knowledge of social media channels and how organic and paid content is used.
E	Good copywriting skills and a keen eye for detail.
E	Experience of making sure content adheres to brand guidelines and tone of voice.
D	Experience in creating content with SEO in mind.
D	Experience in reporting and digital communications data analysis.
D	Gaining and storing consent from subjects in photography, video or case studies. As well as knowledge of GDPR and its impact on data handling.
D	Experience in the third sector.
D	Experience using CRM databases to record accurate and up-to-date information.
D	Experience of basic animation.

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Skills and abilities

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E	Excellent video and photography skills using DSLR and mobile phone camera.
E	Ability to write engaging and compelling video scripts and storyboards.
E	Attention to detail and ability to produce high-quality work with a fast turnaround time.
E	Excellent people skills with the ability to establish good working relationships with colleagues and to put people at ease when in front of a camera.
E	Ability to communicate maturely and with empathy towards individuals and families.
E	Excellent organisational and time-management skills, with the ability to prioritise conflicting demands while maintaining accuracy and attention to detail.
E	Strong communication skills, both verbal and written.
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases.
E	Empathy with the aims, objectives and activities of the charity.
E	The ability to work independently as well as collaboratively, using initiative and sound judgement.
E	Self-motivated and able to use initiative.
E	An approach that mirrors our values: supportive, professional, collaborative, creative and confident.
E	Keen to learn and improve on an ongoing basis.
E	Ability to convey complex points into compelling visual content.

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Other requirements of the role

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E	Working flexibly and providing support for the wider team
E	Complete annual appraisals and shape personal development through annual reviews.
E	Complete mandatory training as required by the charity
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances
D	Full UK driving license and access to a car

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