

Job Title: Creative Content Officer

Salary **£24,354 + £3,000 London Weighting PA**
Hours: **37.5 hours per week, 5 days per week**

Contract: **12 Months**
Fixed Term
Based: **London**

Citizens UK

Citizens UK organises communities to act together for power, social justice and the common good. We are the home of broad-based community organising in the UK, with diverse civil society alliances across England and Wales. We build powerful alliances that develop the leadership capacity of our members. Our alliance of member organisations includes schools, churches, mosques, synagogues, parents groups, health practices, charities and trade unions. We help our 450+ members to develop community leaders, and equip them with the skills to hold politicians and other decision-makers to account on the issues that matter to them.

Our work has led to the creation of many local, regional and national campaigns and social change projects incl.: [Living Wage Foundation](#), [Sponsor Refugees](#) and [Parents and Communities Together](#). We've achieved positive change for hundreds of thousands of people through positive interventions on wages for low paid workers, refugee resettlement and social support for new parents.

Purpose

The principal purpose of this role is to help CUK, its chapters, projects and member institutions creatively communicate their activities and community organising to our members, stakeholders and the wider public.

Part of a team of four communications specialists, this role is a new addition to the team and you will play a critical function elevating our graphic and video content, telling compelling stories with the many different community leaders who are the lifeblood of CUK. Ideally, you'll be a multi-talented content creator, able to create good design and upskill the wider team on creating visual content, but you will have a particular strength in video editing and shooting and photography.

Main Responsibilities

Working as the Creative Content Officer for CUK, your main responsibilities will include:

Strategy Development	<ul style="list-style-type: none"> • Participate in development of the Communications Plan, contributing tactical and creative ideas around implementation. • Tailor content in the communications strategy to the interests of priority audiences. • Ensure that the delivery of the communications strategy is aligned with Community Organising principles.
Materials Development & Dissemination	<ul style="list-style-type: none"> • Working with the Communications team to develop detailed film briefs ahead of all shoots or User Generated Content (UGC). • Storyboarding video content to streamline sign off processes. • Create compelling video content to help raise awareness about campaigns and organisational story videos. • Come up with creative content ideas – meeting with Organisers and leaders to identify potential video ideas for the coming months (and presenting these back to team members). • Attending events such as training or public actions and citizens assemblies to capture positive and active images and video of leaders. • Manage all technical aspects of video; cameras, sound, lighting, design, etc. • Handle all aspects of postproduction processes.

	<ul style="list-style-type: none"> • Provide graphic design support to the Communications team as and when needed (normally production of social media assets).
Social Media, Email & Website	<ul style="list-style-type: none"> • Editing videos to produce high quality content that adheres to the brand guidelines. • Ensuring final output is created in the most effective and appropriate formats for different channels. • Uploading videos to social media channels. • Transcription of interviews and subtitling.
Internal Comms & Knowledge Management	<ul style="list-style-type: none"> • Periodically update key communications files and assets; ensuring that informed consent is obtained if required. • Work with the communications officer to maintain library for photos, video and other digital assets. • Reporting to the Head of Communications on a regular basis. • Provide training to key members of staff on how to produce videos, take good photography, and develop their own UGC.
Internal Relationships	<ul style="list-style-type: none"> • Demonstrate ability to coordinate the work of colleagues across the organisation and work with external suppliers and providers.

Person Specification

REQUIREMENTS		ESSENTIAL	DESIRABLE
EXPERIENCE	Working in a similar design or creative role – gained in a professional or voluntary capacity		✓
	Experience shooting or filming at events - gained in a professional or voluntary capacity		✓
KEY SKILLS AND KNOWLEDGE	Expertise with Adobe Creative suite or similar design and production products (e.g. Premier Pro, Fireworks, Indesign, Illustrator, Photoshop etc)	✓	
	Shooting and editing photography	✓	
	Knowledge of social media platforms and different postproduction formats for platforms	✓	
	Strong understanding of brand and design principles	✓	
	Excellent time and project management skills	✓	
	Basic coding skills (HTML, CSS or other relevant languages)		✓
	Ability to work under pressure and meet deadlines	✓	
	A flexible and adaptable approach to work	✓	
PERSONAL QUALITIES & VALUES	A passion for social justice and communities	✓	
	Comfortable working with diverse people of all faiths and none	✓	
	A strong team player	✓	
	Accountable	✓	
	Self-motivated	✓	
	Adaptable and innovative	✓	
	Creative and curious	✓	

The successful applicant will be required to undertake a satisfactory Enhanced DBS check.