



Job Summary

Job title	Digital Content Creator
Reports to	Digital Marketing Manager
Direct reports	N/A
Division	Marketing and Communications
Grade	5

Role Purpose:

The Digital Content Creator plays a key role in creating and delivering engaging and inspiring content across our range of digital channels in support of CIEH and 15Hatfields marketing campaigns and activities.

Working closely with the Digital Marketing Manager, the role helps to shape our digital content offering, ensuring our digital presence supports and enhances our business offering and delivers our messages effectively.

This role is varied and requires someone who is creative and can identify, create, manage and deliver digital content using a wide range of techniques, across channels including websites and social media.

The role will work across a range of projects in the organisation and therefore effective working relationships will need to be formed with various internal teams, external stakeholders and third-party suppliers.

The ideal candidate will be a motivated individual who is passionate about digital marketing, social media and producing tangible results. The role would suit a digital marketer looking for a new varied challenge or is looking to take the next step up in their career.

Responsibilities and Duties:

As a Digital Content Creator within the Marketing and Communications team, you will be supporting marketing activity by creating and delivering content across our web and social channels. The team supports all areas of the organisation and can be working on a wide range of activities and campaigns at the same time, so you'll need to be organised and able to manage your time effectively.

On a day-to-day basis you'll work closely with the Digital Marketing Manager, Marketing and Communications team, and colleagues across the organisation. In the main you will be working from home, so you must have excellent communication skills and be able to confidently use email and online communication platforms.

You'll be a social media whizz with a comprehensive understanding of key channels and how to maximise engagement on each. As well as coming up with new ideas for sharing content, you'll need to be able to take existing content and tailor it for the desired channel(s).

With strong design skills and a keen eye for detail, you will create assets for marketing campaigns and activity, ensuring everything produced is on-brand, providing detailed briefs where necessary. You'll also have copywriting skills and be able to craft clear, concise content, as well as editing and proofreading copy you're supplied with.

You will know your way around a digital camera and be confident in planning and undertaking video shoots, editing footage and delivering high-quality, engaging videos. You will also be able to use your photography skills to take brilliant photos that meet any given brief.

With our websites, you'll be helping to update and develop them, so will need experience in using web content management systems. Occasionally you may need to edit the HTML of pages, so ideally you'll have some knowledge of this or be willing to learn.

Due to the ever-evolving nature of digital, you'll be impressing us with your ability to learn and share new content creation techniques whilst developing your own abilities by learning from colleagues across the organisation.

Key responsibilities:

- Create inspirational, informative and engaging content to be used across all our digital channels, increasing engagement with our audiences and stakeholders
- Design and create assets for marketing campaigns and activity, following a design brief and ensuring all assets adhere to the brand guidelines
- Manage CIEH and 15Hatfields social channels daily, including scheduling, monitoring and reporting. Run paid ad campaigns when required
- Update websites as and when required, using the Umbraco content management system
- Work closely with key stakeholders around the organisation to promote their activities online, advising on the best methods to use to gain maximum results
- Create compelling and impactful messaging that enhances our brand and reputation, whilst adhering to tone of voice guidelines
- Work with colleagues to plan, shoot, edit and deliver high-quality videos for marketing activities and campaigns
- Use content creation tools to deliver content in interesting and engaging ways, e.g., infographics, quizzes, polls, chatbots, podcasts
- Take high-quality photographs to support marketing activities and campaigns
- Develop creative ideas and suggest new innovative ways of delivering digital content

- Contribute to and work with relevant team and stakeholders to develop, manage and implement the digital side of integrated marketing campaigns
- Create awareness and interest within our audiences and stakeholder groups, driving traffic to engage with digital content
- Monitor, analyse and report on the performance of digital channels/activities using tools like Google Analytics, feeding back to stakeholders and using the data to inform future activities
- Ensure all digital content follows tone of voice and brand guidelines
- Keep up-to-date with the latest digital marketing trends
- Prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly
- Participate in regular departmental and cross departmental progress meetings
- Proofread as required
- Train and share knowledge with internal teams and volunteers where needed
- Work with contractors, suppliers and freelancers as authorised to support the role
- Remain current with our policies and procedures
- Attend events, meetings and functions as and when appropriate
- Act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer
- Undertake ad-hoc work compatible with the post holder's status/experience as required

Person Specification

The following are essential qualities in the post-holder:

- Educated to degree level, ideally in marketing or communications, or significant experience of working in a digital marketing role
- Energy, enthusiasm and proven experience in producing digital content and digital best practice, preferably with a membership organisation
- Knowledge and experience of running digital marketing campaigns
- Strong creative skills, a keen eye for detail and an understanding of the importance of brand
- Experience developing and managing social media campaigns across channels such as Facebook, Twitter, LinkedIn, Instagram, TikTok and YouTube, using management tools such as AgoraPulse
- Experience of photography and creating/editing graphics, using software such as Canva, Adobe Photoshop and InDesign
- Experience using web content management systems, preferably Umbraco
- Understanding of digital analytics and metrics, their importance and the tools to monitor, manage and evaluate them, like Google Analytics and AgoraPulse
- Experience of video production, including filming, editing (preferably using Adobe Premiere Pro or similar) and delivering via channels such as YouTube
- Excellent communication and writing skills with a creative flair for developing engaging and accessible digital content
- Able to establish and maintain effective working relationships with other departments, members and suppliers
- Able to deliver a range of concurrent projects, on-time and to budget

- Exceptional organisational and time management skills with the ability to prioritise and structure work schedules
- Good proofreading skills
- Excellent attention to detail

The following are desirable qualities in the post-holder:

- Relevant digital marketing qualification and/or training
- Knowledge and/or experience of HTML
- Knowledge of Google Ads
- An understanding of or experience with email marketing campaigns
- Experience of working with CRM systems, for example Microsoft Dynamics 365
- Experience of using SharePoint

CIEH is an equal opportunities employer.