

## **Job Description**

<b>Position:</b>	Digital Content Creator
<b>Term:</b>	Permanent
<b>Reports to:</b>	Head of Marketing
<b>Responsible for:</b>	N/A
<b>Location:</b>	Liverpool
<b>Salary:</b>	Grade 6

### **Main Purpose of Role:**

The Digital Content Creator is responsible for creating audio visual content and providing low-level graphic design services for LSTM's External Relations department. They will deliver a range of outputs across design, print, video, photography and animation, to support the delivery of marketing and communications projects, campaigns and activities.

They will also support priority projects across the wider school, which will include working with staff across a number of departments to understand their digital content requirements and provide creative solutions for maximum impact.

The Digital Content Creator will also work to build capability in the wider External Relations team to deliver a more cost-effective approach to digital content creation, developing training, guidelines and support for staff to ensure everyone in the team can create effective and engaging digital content.

### **Key accountabilities**

- Provide a creative content service for the External Relations department, covering photo, video, design and animation.
- Create high-quality material, such as infographics, photography, animation and videos to support a range of internal and external communications and marketing campaigns and projects.
- Work with the Web Content Editor to create engaging digital content to enhance brand awareness across our website and wider digital estate.
- Liaise with external agencies and contractors, if required, to deliver high-quality outputs which are on brand and are engaging.

### **Photo and video:**

- apply strong conceptual and storytelling skills to deliver compelling short and long-form video and animation content.
- undertake all elements of storyboarding, filming/photography and editing to develop creative content for use across various platforms such as social media, Youtube, LSTM website, and on campus digital screens.
- plan and execute photo/film shoots with a keen eye for visuals, angles, and colours.
- create and edit original content, as well as repurposing content provided by others to deliver creative assets which deliver impact.
- edit video and photography content to a professional standard with quick turnarounds, when required.

### **Design**

- produce simple printed and digital graphic design assets such as posters and display artwork to support digital and offline campaigns and projects.
- produce infographics and basic digital animations to deliver creative and engaging ways to display information for a range of audiences.
- ensure artwork meets print and production standards, such as colour, typography, image quality and accessibility.
- assist in the production of flagship graphic design work, liaising with external agencies as required.

### **General**

- working with the Head of Marketing, contribute to the day-to-day management of processes and workflows for managing data and consent for all photography and video outputs.
- take operational oversight of digital assets management processes and systems to ensure the availability of an up-to-date library of engaging suite of images and film for use by LSTM staff across departments.
- work with stakeholders at all levels within LSTM and guide and educate them about what is possible and effective in visual storytelling, including developing guidelines, training and support to build a culture of visual literacy within External Relations, and more broadly across LSTM.
- undertake training for External Relations staff to ensure they have the knowledge and experience to be able to create compelling, visual and engaging content as part of the day-to-day work.
- act as brand guardian to ensure that all activities and outputs align to LSTM's brand guidelines.
- represent the External Relations directorate in meetings, committees and within projects as required.
- due to the nature of this role some weekend and evening working will be required.
- any other duties as may reasonably be assigned from time to time by the Head of Marketing which are commensurate with this grade.

### Person specification

<b>Qualifications and knowledge</b>	
Educated to degree level (or equivalent) in a relevant subject area.	Essential
Up to date with the latest trends and best practices in content creation.	Essential
Creative Qualification or professional-level capability with Adobe Creative Cloud Suite and other key design video/phot tools.	Desirable
<b>Experience</b>	
Experience of working in a content creation role, delivering photo, video, design and animation assets to support communications and marketing - in either an in-house or agency role.	Essential
Experience of creating compelling digital content for a range of audiences.	Essential
Experience in producing and managing high quality audio visual and graphic design content using a range of industry-standard tools.	Essential
Experience of working to and meeting deadlines while maintaining quality standards.	Essential
<b>Skills and abilities</b>	
Highly proficient in Adobe Creative Cloud Suite with the ability to create and edit digital and design assets - including video editing, using Premier Pro as well as using After Effects, Photoshop, Illustrator and InDesign.	Essential
Ability to work with a variety of platforms and digital content types.	Essential
A detailed understanding of accessibility in design to balance creative impact with accessibility requirements.	Essential
A keen eye for detail with strong visual design skills and creativity.	Essential
Excellent planning and organisational skills, with the ability to manage own workload and work on projects with many moving parts.	Essential
Excellent communication, interpersonal and customer service skills with the ability to develop and maintain strong relationships with internal and external stakeholders - able to deal with people at all levels.	Essential
Ability to manage a diverse workload - multi-task, prioritise workloads and meet strict deadlines with minimal supervision.	Essential
Ability to work effectively using own initiative and as part of a team.	Essential
<b>Personal attributes</b>	
Knowledge and behaviours that support equality, diversity and inclusive practice.	Essential
Creative flair, with a well-trained eye for visuals and a passion for creating unique content.	Essential
Flexible, enthusiastic and positive approach to work.	Essential
Ability to act as an ambassador for the LSTM.	Essential
Flexibility to work outside normal hours, including evening and weekends.	Essential