**CONTENT CREATOR**

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| **Job Title** | **Content Creator** |
| **Salary** | £24-28,000 DOE |
| **Location** | Variable, across all RLG Project Sites |
| **Reporting To** | Marketing Leads |
| **Key Working Relationships** | Marketing Team, General Managers, Site Teams, Events Managers, Membership Managers, External Suppliers and Contractors. |
| **Job Summary** | |
| Really Local Group creates and restores cultural infrastructure through the regeneration and renewal of the UK’s high streets with a cinema at the heart of the venues. Each of our venues is uniquely designed to reflect its locality – we engage with local arts clubs and community groups to facilitate their activities by providing them with a much needed ‘home’.  Our sites aim to support local businesses and develop a creative community who will be able to work, create and perform all under one roof.  **We are looking for a talented Content Creator to create captivating audio, photo and video content to showcase our incredible collection of Projects in London and beyond.**  The Content Creator will be responsible for:   * Producing innovative and appealing content for all digital channels including website and social media (with a particular focus on Instagram Reels and TikTok content) * Delivering and overseeing a range of assets, including stills, video, GIFs, soundbites and animations * Travelling to the Project Sites regularly (as required) in order to capture creative content including live events and Member-focused content such as interviews * Working confidently with our Members and Project Teams, involving them where needed (and wherever possible) in the creation of content * Working collaboratively with the whole Marketing Team, inputting into the wider marcomms strategy and plans   *We are an equal opportunities employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.* | |
| **Duties and Responsibilities** | |
| **Strategy, Planning & Processes:**   * Contribute to overall marketing planning at a broader level, working together with the wider marketing/events/PR team. * Creative ideation input for quarter planning * Help to establish and refine marketing department processes and ways of working   **Marketing Delivery:**   * Working together with the Marketing Manager, visit the Project Sites on a regular basis in order to create branded content for use across a range of marketing channels, including:   + Social - Facebook, Twitter, Instagram, LinkedIn, TikTok, new relevant platforms   + Email   + Website   + Print - Flyering, posters   + OOH (ad hoc design requirements) * Content formats to include:   + Stills and photography   + Videography   + Soundbytes and interviews   + Designed assets using both Adobe and Canva * Assist the Marketing Manager with managing the Project Social Media channels as required, including scheduling of created content and assets * Work with the wider team and PR agency to provide content as needed to drive awareness and appeal of the Project sites * Conduct regular competitor and keyword audits, and use the data to ensure we are capitalising on latest digital trends * Ability to travel to various Project Sites (on a daily basis) in order to capture content   **Brand & Design:**   * Be guardians of the Project Site brands, both internally and externally. * Work with the wider Marketing Team and Project Team to plan, brief and deliver audio-visual content for existing and new channels * Create visual marketing assets (with support from the Marketing Manager) using Canva and other design software as required * Help to manage the Project’s internal photography library * Source, brief and work with freelance resource as required | |
| **Qualifications** | |
| * Educated to degree level or 2+ years relevant experience * A portfolio of work to demonstrate your creative skills | |
| **Skills** | |
| * Highly skilled in Adobe Creative Suite, including Photoshop, InDesign, Lightroom, Premier Pro & After Effects * Strong grasp of social media, staying up to date with latest trends and best practice * Ability to maintain strong visual brand identities across all creative content produced * Excellent communication skills, both written and verbal * Keen eye for detail * An adventurous and proactive approach to producing new and exciting content for our channels, with an open attitude to feedback * Nice to have: experience using Canva | |
| **Experience** | |
| * 2 years+ of relevant experience, gained in-house or at a marketing agency * Previously produced assets, both still and moving, for a wide range of digital marketing channels * Experience self-managing a diverse workload, prioritising and making difficult decisions about which activity will have the greatest impact and effect * Strong grasp of social media, staying up to date with latest trends and best practice * Great with people and have managed multiple relationships productively, galvanising others to work collaboratively * Ideally have experience in purpose-led/values led organisations and/or projects | |