

JOB DESCRIPTION

Job Title	Junior Content Producer	Date of JD	July 2025
Department	Marketing, Communications		
Reporting to	Creative Content Lead	Salary	£32,814
Managing			
Benefits	<ul style="list-style-type: none">• 30 days leave (plus Bank Holidays, and your birthday)• Company pension scheme• Life assurance cover offering 4 x death in service benefit• BUPA Private Healthcare• Employee assistance programme• Training and development opportunities• Learning and wellbeing grant• Perks and discount platform		
About us			
<p>Drinkaware is a leading charity concerned with reducing harm from alcohol. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver behaviour change through our tools and interventions. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.</p> <p>Our Vision: Working together to reduce alcohol harm across the UK</p> <p>Our Mission: Using our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. Delivered though:</p> <ul style="list-style-type: none">• Public-facing campaigns and digital services, information and guidance• Evidence-led advice to governments and industry• Independent research, consumer insight and evaluation <p>Our Values: Solid Reasoning; Clarity with Empathy; Understanding and Connecting; Principled Partnership; Determination and Curiosity</p> <p>https://www.drinkaware.co.uk/</p>			
Purpose of the role			
<p>The role supports the Content Team to deliver Drinkaware’s multimedia content strategy by creating engaging multimedia content. The role is key in ensuring that the public can make conscious, informed choices about alcohol and can find help if they need it.</p>			

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

Key Responsibilities

Content:

- Manage the Content Team's production Monday boards, to ensure tasks are assigned, tracked and deadlines are met
- Manage content requests in line with the content development process
- Support the Creative Content Lead and Senior Digital Content Officer with digital and printed content production and delivery
- Support the Operations and Programmes, Partnerships and Research teams with content creation and delivery

Social media:

- Support the Senior Digital Content Officer with the delivery of the social media plan by scheduling social content in line with our content planning cycles
- Build relationships with specific audiences through community management across social media channels, Facebook, Instagram and LinkedIn, which includes finding influencers/advocates/case studies for Drinkaware
- Monitor social channels for reactive engagement opportunities and flag any reputational risks emerging on socials
- Proactively stay ahead of social media trends and ensure our channels are effectively developed and maintained

Contribute:

- Support the Creative Content Lead with the creation and delivery of website content and email marketing, ensuring this feeds directly into the overarching content strategy.
- Ensure the website content is accurate and up to date
- Support the Digital Marketing Manager with SEO admin

PERSON SPECIFICATION

Qualifications and/or experience:

- Experience of content production and/or social media delivery

Essential Criteria / Key Skills

- High level of content creation skills using Adobe programmes and Canva
- Good understanding of brand and tone of voice and the opportunities and risks posed by them
- Experience of adapting content for different audiences and channels
- Experience of creating content for social media
- Video editing skills
- Excellent writing skills
- A keen eye for detail and strong proof-reading skills
- Experience using CMS platforms
- Highly organised, being able to keep track of several different pieces of work at one time.
- Confidence working individually and as part of a team

Desirable Criteria

- Experience of working within a complex sign off processes
- Experience of or interest in the charity sector
- Experience of developing animations, infographics and engaging visuals

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Special features of the role

None
