

## JOB DESCRIPTION

<b>Job Title</b>	<b>Junior Digital Content Producer</b>
<b>Location</b>	All contracts are office-based at our Moorgate offices; we currently work a hybrid policy and expect staff to be in the office for a minimum of two days a week.
<b>Department</b>	Marketing, Communications
<b>Reporting to</b>	Creative Content Lead
<b>Managing</b>	N/A
<b>Main relationships</b>	Marketing and Communications, Funding Partnerships and Digital Team
<b>Salary</b>	£33,800
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• 30 days leave (plus Bank Holidays)</li> <li>• Bupa Health Cover</li> <li>• Matched company pension scheme</li> <li>• Life assurance cover offering 4x death in service benefit.</li> <li>• Company sick pay</li> <li>• Training and development opportunities</li> <li>• Learning and Wellbeing Grant</li> <li>• Employee assistance programme</li> <li>• Season Ticket Loan</li> <li>• Perks and discount platform</li> </ul>
<b>About us</b>	
<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 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><u>Our Vision:</u> Working together to reduce alcohol harm across the UK</p> <p><u>Our Mission:</u> 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 through:</p> <ul style="list-style-type: none"> <li>• Public-facing campaigns and digital services, information and guidance</li> <li>• Evidence-led advice to governments and industry</li> <li>• Independent research, consumer insight and evaluation</li> </ul> <p><u>Our Values:</u> Solid Reasoning; Clarity with Empathy; Understanding and Connecting; Principled Partnership; Determination and Curiosity</p> <p><a href="https://www.drinkaware.co.uk/">https://www.drinkaware.co.uk/</a></p>	
<b>Purpose of the role</b>	

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.

The role supports the Content Team to deliver Drinkaware’s multimedia content strategy by creating engaging multimedia content. The role plays a key part in ensuring that the public can make conscious, informed choices about alcohol and access help when needed.

**Main Duties and Responsibilities**

**Content**

- Manage the Content Team’s Monday boards to ensure tasks are assigned, tracked and delivered on time.
- Manage content requests in line with the content development process.
- Support the Creative Content Lead and Senior Digital Content Officer with the creation and delivery of digital and printed content.
- Support the Operations and Programmes, Partnerships and Research teams with content planning, creation and delivery

**Social media**

- Support the Creative Content Lead and Senior Digital Content Officer by planning, self-shooting, and editing high-quality video content for social media, from concept through to final delivery.
- Support the Senior Digital Content Officer with the delivery of the social media plan in line with planning cycles, including scheduling of all social content.
- 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 affectively developed and maintained.

**Contribute**

- Support the Digital Marketing Manager with the creation and delivery of website content and email marketing, ensuring alignment with the content strategy.
- Ensure all website content is accurate and up to date.
- Support the Digital Marketing Manager with SEO administration tasks.

**Accountable for:**

Accountable for the creation and delivery of content for our digital and offline channels.

**PERSON SPECIFICATION**

**Qualifications and/or experience**

- Experience of content production and social media delivery
- Experience of advocating

**Essential Criteria / Key Skills**

- Strong content creation skills using Adobe Creative Cloud and Canva.
- High-level video production skills, including self-shooting, editing and optimising content for social media.
- Strong understanding of brand and tone of voice and the opportunities and risks posed by them.

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.

- Experience of adapting content for different audiences, formats and channels.
- Experience of creating content for social media.
- Excellent writing skills.
- A keen eye for detail and strong proof-reading skills.
- Experience using Content Management System platforms.
- Highly organised, with the ability to manage multiple tasks and deadline.
- Confidence working individually and as part of a team

**Desirable Criteria**

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

**Special features of the role**

None specified.

*The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.*