



## Content Creator



Job Title	Content Creator (multiple vacancies)
Hours of work	2-3 hours per week
Contract	Voluntary (6months fixed term)
Location	Work from home
Division	Up Skill
Accountable to	Senior Committee

### About us

Up Skill is a nationwide programme providing career progression guidance for students and professionals across the U.K. Our aim is to be a motive power in reducing healthcare inequalities; whilst tackling social exclusion within the workplace. We will achieve this by educating, inspiring, and equipping a community of professionals with meaningful and practical leadership skills, to improve career prospects.

The Up Skill Mentoring Programme will run for a duration of one year and involve a series of workshops, events, and peer mentoring sessions; led by the community but hosted by Black Leaders in Healthcare CIC. All workshops are free to access and targeted towards individuals who require additional skills to either gain or progress in employment.

### Our Values

**Balance** – between technical jargon and simple English!

**Leadership** – not workforce management but flattening hierarchies to improve communication.

**Authenticity** – being true to ourselves and unapologetically refusing to conform.

**Commitment** – to the needs of our community.

**Knowledge** – is power! No question is a stupid question.

### Job Summary

Up Skill provides inspiring opportunities for individuals to engage with employment education. This programme is carefully designed to engage those from underrepresented groups who have gaps in their existing competencies.

The Content Creator role requires someone who is creative and can identify, create, manage, and deliver digital content using a range of techniques, across channels including websites, social media, and workshops.

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 members, external stakeholders, and third-party workshop facilitators to produce high quality resources for events.

The ideal candidate will be a motivated individual who is passionate about digital marketing and/or health and social care. The role would suit a content creator looking for a new varied challenge or looking to



explore the development of educational resources. There will be opportunities to develop your current digital marketing skills and learn new ones.

Additionally, the content creator may be responsible for projects and tasks, as well as overseeing the work of junior staff to support the delivery of events and workshops.

## **Duties and tasks**

- To lead on management of our digital channels, creating inspirational, informative, and engaging content.
- To plan, produce and create a programme of digital content to be used across all our digital channels, increasing engagement with our audiences and stakeholders.
- To develop creative ideas, suggest new innovative ways of delivering digital content and keep up to date with the latest digital marketing trends.
- To create graphics and edit photos, working with the internal design team when necessary.
- To create awareness and interest within our audiences and stakeholder groups, driving traffic to engage with digital content.
- To prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly.
- To contribute to and work with relevant team and stakeholders to develop, manage and implement the digital side of marketing campaigns and workshop resources.
- To participate in regular departmental and cross departmental progress meetings.
- To work with contractors, suppliers and freelancers as authorised to support the role.
- To remain current with our policies and procedures.
- To attend events, committee meetings and functions as and when required.
- To act responsibly with data held by the company 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 Data Compliance Officer.
- Undertake ad-hoc work compatible with the post holder's status/experience as required.

## **Health and Safety**

The Company has a statutory responsibility to provide and maintain a healthy and safe environment for its staff to work in. You equally have a responsibility to ensure that you do nothing to jeopardise the health and safety of either yourself or anybody else. The company's Health and Safety Policies outline your responsibilities regarding Health and Safety at work.

The post holder must not willingly endanger themselves or others whilst at work. Safe working practices and safety precautions must be adhered to. Protective clothing and equipment must be used where appropriate.



All accidents/incidents must be reported to your Line Manager and documented as per Company Policy, including the reporting of potential hazards. Volunteers are encouraged to consider home working ergonomics and safe home working environment.

## **Security**

The post holder has a responsibility to ensure the preservation of company property and resources.

## **Confidentiality**

The post holder is required to maintain confidentiality at all times in all aspects of their work.

## **Equality and Diversity**

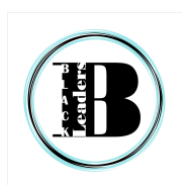
The company's ambition is to work together to promote an inclusive environment both in terms of promoting diversity and equality to all our employees and the work we do with professionals and students and our partner organisations. Reducing healthcare inequality is at the centre of our work and we are committed to ensuring equality irrespective of race, gender, disability, belief, sexual orientation, age, or socioeconomic background. We tackle discrimination through positive promotion of equality challenging stereotypes and creating an environment which champions respect for all.

## **Team Briefing**

The Company operates a system of Team Briefing, which is based on the principles that people will be more committed to their work if they fully understand the reason behind what is happening in their organisation and how it is performing.

## **Benefits**

All volunteers will have access to career development resources and professional 121 mentoring services from senior members of the team. Work undertaken may also contribute to continuous professional development (CPD) accreditations, professional profiles will also be published and promoted online. This role is suitable for those wishing to enhance existing skills in leadership.



## **SUMMARY**

This job description is an outline of the key responsibilities of the Content Creator and is not intended to be an exhaustive list. The job may change over time to reflect the changing needs of the company and its services, as well as the personal development needs of the post holder.

## **THE COMPANY IS AN EQUAL OPPORTUNITIES EMPLOYER**



**PERSONAL SPECIFICATION**

<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<p>Energy, enthusiasm, and proven experience in producing digital content and digital best practice, preferably with a healthcare organisation.</p> <p>Knowledge and experience of running digital marketing campaigns.</p> <p>Experience developing and managing social media campaigns across channels such as Twitter, Facebook, LinkedIn and Instagram.</p>	<p>Experience delivering workshops.</p> <p>An understanding of or experience in developing email marketing campaigns.</p>
<b>Education/Qualifications</b>	<p>Educated in marketing or communications, or experience of working in a digital marketing role.</p>	<p>Health and Social Care <i>or</i> Education related qualification.</p> <p>Project Management qualification.</p>
<b>Information Technology Skills</b>	<p>Access to personal computer and internet.</p> <p>Access to and experience using Microsoft packages, including sending and receiving emails.</p>	<p>Experience working with CRM systems.</p> <p>Access to design tools and software, such as Adobe Photoshop.</p>
<b>Communication Skill</b>	<p>Effective written and verbal communication skills.</p> <p>Ability to deal with enquires in a polite and diplomatic matter.</p>	



<b>Interpersonal Skills</b>	<p>Ability to commit to work as part of a busy environment. Able to work autonomously and without daily direction.</p> <p>Able to establish and maintain effective working relationships with other departments, members, and suppliers.</p> <p>Strong creative skills and a keen eye for detail.</p> <p>Exceptional organisational and time management skills with the ability to prioritise and structure work schedules.</p>	
<b>Other</b>	Able to work from home.	