

JOB DESCRIPTION

Job Title	: Content Creator
Reporting to	: Head of External Affairs
Supervision/Management of people	: N/A
Based at	: Head Office & location working on occasion
Delivery Areas	: UK wide (expectation of regular contact time in CRT's national office locations)
Salary	: £33,712
Benefits	: Contributory Pension, Generous Holidays & Wellbeing Offer

Purpose of the Post

The Content Creator supports the effective delivery of CRT's communications activities through content development, coordination, and administrative support.

The role supports work to ensure that CRT's regeneration delivery and community wealth building property model is translated into engaging materials that strengthen CRT's profile and attract investment through communications work aligned with the Communications Strategy.

This postholder plays a critical role in translating lived realities in former coalmining communities into engaging materials by providing high quality support and timely updates on digital platforms supporting the work of the Communications Officer and Head of External Affairs.

You will be part of a dynamic External Affairs team working to identify opportunities and promote the CRT to key stakeholders in order to achieve funding and support direct delivery in order to benefit people living in coalfield communities.

The role involves working closely with colleagues within the External Affairs team and building strong relationships with staff across the CRT and external contacts.

Key Responsibilities:

Content Creation Support

- Draft and publish social media content.
- Draft the internal staff newsletter for review by the Communications Officer.
- Support development of case studies including production of filming/photography briefs and gathering consent.
- Help produce video, graphic and photographic content.
- Help produce documents, merchandise and other communications materials.

Digital Maintenance

- Upload website updates.
- Schedule social media posts.
- Support digital analytics reporting.

Campaign Coordination

- Maintain content calendars.
- Support CRT's programme delivery and property development communications.
- Support with preparation for events as directed by the Head of External Affairs.

Monitoring & Reporting

- Track media mentions.
- Compile engagement reports.
- Maintain stakeholder contact lists.

Main Requirements of the Post

Creativity & Innovation – Occasional use of creative skills to resolve routine problems. Work is undertaken within a general framework of recognised procedures.

Contacts & Relationships – Routinely exchange straightforward information and provide clear explanations on general matters; tailoring the communication accordingly without lessening comprehension. Contact may involve duties of an advisory nature on non-complex issues. The outcome will have a limited effect on the person, service or organisation contacted.

Decisions - Make decisions from established alternatives within clearly defined controls / procedures for the area of work, which will have a limited effect on staff and can be readily amended if necessary. Prioritise work and resolve routine problems encountered within the role, referring problems which are unusual or difficult.

Resources – Accountable for the use and safekeeping of data systems, maintaining adequate data protection measures and ensuring confidentiality is observed at all times.

Work Demands - Able to occasionally switch from one task to another in a different area of work and on rare occasions resolve conflicting priorities/resource needs.

Knowledge & Skills – Comparatively basic standard of practical knowledge and skills to undertake a range of tasks, predominately administrative in nature, involving the application of readily understood controls, procedures and processes, working with Microsoft Office and other computerised systems.

Authorities of the Post

The Trust's Senior Leadership Team have assigned authorities for all roles. These authorities are detailed in a separate authorities log and applicable policies and procedures.