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| **Post:** | Digital Content Creator and IT Support |
| **Hours:** | **37 hours per week / 3-month contract —** subject to review |
| **Salary:** | **£24,006 per annum PRO RATA** |

**Job Purpose:** To provide creative digital content for social media platforms and the company website using a range of methods targeted at our primary audience of unpaid carers and other related audiences. Also, to provide limited IT and technology support to staff.

*This post sits within the Business and Communications team which coordinates, produces and manages all digital, design and media production for the service.*

**FUNCTIONS SPECIFIC TO THIS ROLE**

* 1. Create various web and social media content—blogs, videos, graphic communications and images suitable for our Wordpress website and various social media platforms, Twitter, Facebook, Instagram, and YouTube
  2. Publish posts according to the established social media content calendar
  3. Collaborate with the communications team to ensure that every piece of content is appropriate and relevant and helps us to maximise engagement and reach
  4. Ensure every piece of content you create aligns with our brand voice
  5. Support the CTS team with limited and specific IT and technical support tasks as agreed with your line manager
  6. Support other wider communications tasks e.g. production of press releases
  7. Support the production and delivery of centre wide events
  8. Undertake any other tasks within your skillset as agreed between you and your line manager

**FUNCTIONS APPLICABLE TO ALL STAFF**

* 1. Contribute to the development and achievement of Carers Trust Solihull (CTS) strategic objectives
  2. Provide a quality service
  3. Promote the good image of CTS and Solihull Council by being an excellent ambassador when meeting with carers, members of the public or representatives from other organisations
  4. Contribute to fundraising via actual events, identifying opportunities etc.
  5. Use CTS income wisely and within your authority
  6. Participate in appropriate training
  7. Support volunteers in tasks linked to your work
  8. Adhere to CTS policies and procedures
  9. To have full regard for equal opportunities and promoting non-discriminatory practice and accessibility in all aspects of service delivery
  10. To service one’s own work
  11. To work positively and flexibly as part of the team to ensure the smooth day-to-day running of CTS services and activities
  12. To attend and participate in regular internal staff meetings
  13. To undertake other tasks as required. To adhere to all CTS policies and procedures and represent the CTS at appropriate meetings
  14. Duties of all CTS staff are periodically reviewed and may alter in line with service requirements and developments in consultation with staff.

**PERSON SPECIFICATION SPECIFIC TO THIS ROLE:**

* 1. Knowledge of social media trends, hashtags, and engagement strategy
  2. Ability to work with the Adobe Creative Suite and other creative tools
  3. Excellent creative writing skills
  4. Media production skills
  5. Experience of popular social media platforms
  6. High level IT and technology knowledge and skills
  7. Experience of MS Teams and MS Office packages
  8. Experience of editing Wordpress sites

**DESIRABLE SKILLS/KNOWLEDGE SPECIFIC TO THIS ROLE**

* 1. Advanced knowledge of MS Teams and MS Office
  2. Experience of CRM and CMS systems
  3. Experience of Elementor for Wordpress
  4. Delivering IT training and/or support
  5. Working knowledge of building websites in Wordpress
  6. Experience of the third sector / charity sector

**APPLICABLE TO ALL STAFF:**

* 1. Positive attitude
  2. Flexible and able to multi-task good time management skills
  3. Positive attitude
  4. Emotionally resilient
  5. Non-judgemental and respectful of others
  6. Commitment to equality and diversity
  7. Respectful of confidentiality
  8. Excellent team player
  9. Empathetic with an understanding of caring
  10. Appropriate sense of humour
  11. Approachable and able to be sensitive

**WORK CONDITIONS APPLICABLE TO THIS POST**

6.1 Office and events venues in the borough

6.2 Will need to be flexible as evening and weekend work may be required

**ACCOUNTABILITY**

7.1 Reporting to the Business & Communications Manager

7.2 Key performance indicators according to contract

**RELATIONSHIPS**

8.1 Internally – specifically:

* Business & Communications Team
* Business & Communications Team Manager
* Chief Executive Officer
* Volunteers

8.2 Externally:

* Venues
* Professional and relevant contracted services