

## Job Description

<b>Job Title:</b>	<b>Digital Content Creator - WHP JETS</b>
<b>Reports to:</b>	<b>Digital Content Manager</b>
<b>Salary Range:</b>	<b>£23,000 - £28,000</b>
<b>Location:</b>	<b>Home Based covering Central, Home Counties and London delivery</b>

### **Purpose:**

This role will be aimed at supporting the performance of the expanded Work and Health Programme Job Entry: Targeted Support (WHP- JETS).

A newly created role for a Digital Content Creator to join our growing team. We are looking for an exceptional individual to develop digital content to support the JETS programme.

As a Digital Content Creator, you will have the confidence to write about a wide range of subjects, changing your tone and style to match the audience and formatting your writing in accordingly.

We are looking for someone with a creative flair that will help us deliver an outstanding provision.

### **Main Duties and Responsibilities:**

1. Working closely with the Digital Content Manager to deliver on the content strategy across the Shaw Trust Group, to meet the short- and long-term goals.
2. Working in collaboration with marketing, curriculum and operational teams to develop site content to support IAG and skills development. Ensure all content meets the required corporate styling while ensuring it is engaging, accessible, and effective.
3. To create digital content, learning, and advising on guiding job search activities and writing content such as CV, interview techniques, and tools linked to e-learning career pathways.
4. Creation of a wide range of high quality, engaging content using the latest digital means.

5. Track all customer portal or E-Learning sites for job search or learning. They will be responsible for writing content covering a range of subjects relating to job search and employability.
6. Working with the Digital Content Manager contributing regularly to the improvement of digital knowledge within the department and across Shaw Trust as directed.
7. Work within the wider curriculum team on projects that will widen our reach in new markets.
8. Support delivery of training to enable staff digital capabilities to increase.
9. Working to ensure that Shaw Trust's intranet, suite of websites, and other digital tools meet the WCAG accessibility guidelines.
10. Keep the editorial calendar up to date and work with the Digital Content Manager to ensure that content is quality checked.
11. Assist in monitoring and tracking use of digital content, providing reports as required
12. Working with the Digital Content Manager develop innovative and creative methods to engage and retain engagement of participants on WHP / JETS programme with a wider connection to the Shaw Trust Learning and Skills activity across Shaw Trust. Collaborating with sector delivery experts to develop new ideas and content.
13. Ensuring that the digital content and tool we use, fully comply to the requirements of GDPR.

## **Other**

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work etc. Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.

4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

## Person Specification

### Job Title: Digital Content Creator - WHP JETS

(E = Essential D = Desirable)

#### Technical competency (qualifications and training)

- Educated to honours degree level. **(D)**
- Be a full member of a professional body or willing to work towards membership. You will be able to provide evidence of continuous professional and personal development. **(D)**

#### Experience, Knowledge and Skills

- Experience in digital content writing. **(E)** including:
  - Experience of creating and writing digital content. **(E)**
  - Search Engine Optimisation. **(D)**
  - Practical experience and working knowledge of digital tools like Google Analytics and CMS (e.g. Wordpress, Kentico), E-Learning platforms – Authoring tools (Such as: Articulate). **(E)**
  - Experience in using digital tools in commercial settings to drive the sales of products and services. **(D)**
- Excellent interpersonal, communication and presentation skills. **(E)**
- Proven ability to multi-task, manage multiple deadlines, and be flexible in working style (take a 'running brief' for example) to deal with unpredictable events. **(E)**
- Use creative thinking to find innovative new ways to communicate the brand and work of Shaw Trust. **(E)**
- Ability to explain digital techniques to 'lay' audience. **(E)**
- Ability to work on own initiative, as well as in consultation and negotiation with senior managers and other stakeholders as required. **(E)**
- Knowledge in creative suites such as adobe and audacity. **(E)**
- Experience in digital media production and editing such and podcasts, webinars. **(D)**
- Project management skills. **(E)**
- Able to demonstrate being highly organised, have good planning skills and be able to deliver to agreed target dates. **(E)**
- Outstanding personal impact, drive, enthusiasm and presence. **(E)**
- An understanding of digital accessibility requirements for people with disabilities and health problems. **(E)**
- Be able to work as part a team. **(E)**

#### Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. **(E)**
- This post requires a Disclosure and Barring Service check at a Basic Level. **(E)**

## **Other**

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. **(E)**
- An understanding of the national government commissioning and contracting environment and context. **(D)**
- Willingness to travel and work flexibly as part of the role **(E)**