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| Index | 337/CC/MCD |
| Post Designation | Content Creator |
| Division | Marketing & Commercial Development |
| Department | Marketing |
| Section | Corporate Services |
| Location | Company HQ |

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| Responsible to | Campaign Manager |
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| Job Purpose | |
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1. Reporting to the Campaign Manager, you will be responsible for creating engaging and informative content for all service areas and activities that Sport Aberdeen offers – adhering to the charity’s brand guidelines and enhancing its reputation across the city.
2. Working as part of the Marketing, Communications and Commercial Development team, you will support with campaigns from conception creation through to delivery, following these projects through the entire creative process, including brainstorming and storyboarding ideas where necessary.

You will also have the opportunity to get involved in several wider projects across the charity.

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| General Responsibilities | |
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3. Ensure that budgets are adhered to, and that best value is achieved through suitable financial monitoring procedures.
4. Providing social media training to colleagues when required.
5. Develop and maintain highly effective working relationships with management and staff at all levels of the organisation and ensure that the reputation of the Marketing & Commercial Development department is maintained at a high level across the organisation.

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| Role Specific Responsibilities | |
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6. Produce all photography and videography content: from pre-production and shooting, to post-production retouching, editing and formatting, to the final output. Content will be used for advertising, social media, website, printed materials and case studies for community projects.
7. Take photos and shoot video content on request at company events, internal shoots and more.
8. Help execute the creative vision and be part of the team that delivers exciting and engaging content. Develop effective working relationships with other departments and external partners where required.
9. Archive raw and complete video content and keep a record of historical footage which can be used for new video projects.
10. Videography/photography file maintenance – keep content fresh and up-to-date.
11. Think creatively whilst working on all projects and come up with fresh, new ideas.

12. Provide a portfolio or showreel demonstrating both filming and editing abilities.
13. Have a comprehensive understanding of the full Adobe suite including Photoshop, After Effects, Premiere Pro, Illustrator and InDesign.
14. Ability to produce content with a quick turnaround.
15. Awareness and application of best practice across all platforms.
16. Educated to a degree level or have relevant experience.
17. Experience in developing and implementing a brand.
18. Excellent organisation and project management skills.

Generic

19. Employees are responsible for the implementation of the Health and Safety Policy in so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the Health and Safety arrangements to ensure these are implemented and developed as necessary.
20. Be aware of and committed to the equal opportunities principles and practices of the company.
21. To be aware of the company's Data Protection Policy and ensure that its requirements are always fully met in their own work and the work of their teams, reporting any or suspected data breaches immediately to the Data Protection Officer.
22. This job profile cannot cover everything that may arise within the scope of the post. The post-holder will be expected to carry out other duties from time to time, as set by the Head of Marketing & Commercial Development, which are broadly consistent with the duties as detailed above and to help ensure the highest standards are maintained in every area of the business.
23. The duties of the post can be varied provided they remain commensurate with the level of responsibility.

Methods of Working Expectations

24. Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that ensure effective team work with partner's stakeholders and colleagues.
25. Exhibit the highest standards of professional behaviour, creating effective working relationships with the voluntary sector based on mutual trust and respect.
26. Use appropriate management information systems, maintain confidentiality and observe data protection guidelines.
27. Work with information technology and associated systems, and where appropriate, existing technology arrangements and consultative procedures will be applied in accordance with Company policies.
28. Take an active part in appraising their own work against agreed priorities and targets in accordance with Sport Aberdeen's performance management framework.
29. Undertake appropriate training associated with the duties of the post.

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| Prepared/Updated by | Lauren O'Neill Head of Marketing & Communications | November 2024 |
| Approved by | Nickie Scorgie - Head of Human Resources & Organisational Development | November 2024 |

