

<b>Index</b>	<b>337/CC/MCD</b>
<b>Post Title</b>	<b>Content Creator</b>
<b>Division</b>	<b>Marketing &amp; Commercial Development</b>
<b>Section</b>	<b>Marketing</b>
<b>Location</b>	<b>Company HQ</b>

<b>Responsible to</b>	<b>Campaign Manager</b>
<b>Responsible for</b>	<b>N/A</b>

\* Candidate's suitability will be measured by assessment in the following ways;

**A** – Application: **I** – Interview: **R** – References: **X** - Interview Exercise[s]

	<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessment</b>
<b>Experience</b>				
1	IT – Microsoft Office	X		A
2	Website Content Management Systems		X	I
3	Video production skills, including editing with Adobe Premier Pro, or similar package	X		A
4	Social media reporting	X		
5	Previously worked in an office environment		X	A
<b>Skills, Abilities and Knowledge</b>				
6	Knowledge of marketing and communications tools and practices	X		A I
7	Knowledge of communication channels and customer touch points	X		A I
8	Highly competent in spelling and grammar	X		A I
9	Self-motivated with excellent organisational skills	X		R
10	Ability to influence and persuade		X	I
11	Ability to create content and copy	X		A
12	Ability to work to deadlines and tight timescales	X		I R
13	Excellent attention to detail	X		I R
14	Creative, innovative thinker	X		I R
<b>Interpersonal and Social Skills</b>				
15	Excellent communication skills in all formats	X		I R
16	Enthusiastic	X		A I R

17	Team player	X		I R
18	Confident and able to deal appropriately with a range of audiences/customers – internally and externally	X	X	I R
19	Ability to adapt		X	I R
20	Positive attitude to delivering high levels of customer service	X		

#### Qualifications and Training

21	Marketing/Communications degree or equivalent		X	A
22	Ongoing CPD		X	A I
23	Willingness to undertake training/accreditation required for job role		X	I

#### Other

24	Ability to work occasional evenings and weekends to support the needs of the business	X		I
25	Full driving licence	X		A

<b>Prepared/Updated by</b>	Lauren O’Neill, Head of Marketing & Communication	November 2024
<b>Approved by</b>	Nickie Scorgie, Head of Human Resources & Organisational Development	November 2024
<b>Status</b>	ISSUED	November 2024