



JOB DESCRIPTION: **CONTENT CREATOR – SOCIAL MEDIA**

Engaging and inspiring our current and future Supporters.

Salary: £28,000.

Location: Remote or Office.

Hours: Full-Time (37.5 hours per week).

Summary:

I am accountable for creating engaging content to inspire our supporters to join us on our journey to support 1,000+ bereaved British Forces children & young people by 2030. I love social media, spotting current trends, understanding best practices, and using this knowledge to increase awareness of Scotty's and drive engagement with our supporters.

Accountabilities:

I am accountable for...

- The proactive creation of regular and engaging content which either *educates* or *entertains* our supporters, and drives interaction on our social platforms.
- Building an audience of potential supporters who will go on to fundraise, donate, or support the charity in some way.
- Managing the engagement and interactions of supporters on our social platforms.

I am responsible for...

- Creating emotive and impactful content, with a particular focus on video, using tools like Adobe Premier, Photoshop, After Effects, and Canva.
- Compiling the content calendar; ensuring that content for all campaigns is planned, created and available when required.
- Proactively coming up with new ideas and producing a regular stream of creative content.
- Repurposing existing or longer form content to produce a package of social content appropriate to the platforms we use (clips, gifs, graphics, photos, stories, reels, copy, quotes etc).
- Producing content that helps to drive supporter fundraising and donor acquisition.
- Planning content in line with our strategic campaigns, ensuring that content is available on-time and to the agreed brief.
- Helping to evolve our brand presence on social media and working with the team on future strategic direction.
- Jumping on current trends to drive further engagement with current and new supporters.
- Working with the wider team to encourage the capturing of content which can be used for social media.

- Collaborating with our creative team to create content that puts social platforms first.
- Organising off-site content days with key team members.
- Monitoring and replying to all social comments and direct messages.
- Scheduling posts for the Scotty's Little Soldiers accounts on Facebook, Instagram, LinkedIn, Twitter, & TikTok.
- Testing, reviewing analytics, and making recommendations to improve future content.

Remote working:

This role is advertised as a remote or office-based role (or even hybrid) however if you intend to work remotely, you will need to demonstrate how you would plan to produce regular creative content whilst not being in the office and away from keen members of the team.

There is an expectation that you will be in the office approximately 12 days per annum to participate in team meetings and training sessions.

We operate as a self-managing team. That means we have no line managers. We are empowered and trusted to do our part of the mission. We think this is how the world should work, but it isn't for everyone, and you do need to be a disciplined and driven individual, as well as being able to work collaboratively with the rest of the team.

The Scotty's Way & our non-negotiables:

At Scotty's, our personal performance is only 50% of what success looks like. We hold our culture to be as important as anything else. If you agree to join the team, you are signing up to *The Scotty's Way*.

At the heart of The Scotty's Way are our four core values, and 8 character traits, as created by the whole team.

Our values are:

1. Families Come First.
2. Everyone a Supporter, Every Supporter a VIP.
3. Love What You Do.
4. Remember, Every Day.

The eight non-negotiable character traits our team look for are:

1. Humility
2. Drive
3. Team Player
4. Helpful
5. Empathetic
6. Conscientious
7. Honest
8. Professional

You can read more about **The Scotty's Way** in the full culture code deck [here](#).

To apply, please submit:

1. A completed application form – Download our application form [here](#).
2. An up-to-date CV
3. Lastly, we want to see your creativity! Tell us why you'd be a great fit for this role using any creative means.

You can apply via the jobs section of our website or by emailing us at:

team@scottyslittlesoldiers.co.uk