

Graduate Content Creator

Service: Central Services
Responsible To: Head of Marketing and Communications
Salary: £26,823 - £28,445 (Bands 7-11)

Job Purpose

The Marketing and Communications team have a vital role to play in the delivery of the Percy Hedley Foundation's aims and objectives in supporting over 550 families every week through schools, college, adult learning and homes.

The Graduate Content Creator will be involved in the capturing and creation of engaging, inspiring and insightful content to share across our stakeholders. The role will support our ambition to become the most followed and engaged with North East charity online by 2030. This role offers a great opportunity to put your stamp on our content output, telling the Foundation's story as we approach our 75th birthday and beyond.

Main Duties

- The creation and production of short and long video content showcasing the Percy Hedley Foundation's work, with specific focus on the launch of our new TikTok channel.
- Concept development — generating ideas for short-form and long-form videos tailored to each platform and audience.
- Liaise with organisational directorates to discuss output, storyboard and consent permissions for content.
- Capturing videos (phone / camera) and editing to deliver on brand, engaging content that will captivate our audience.
- Support the team in the development of user generated content to drive brand awareness across the North East and beyond.
- Initiate innovative ideas and methods – encouraging colleagues to innovate and contribute to the development of Percy Hedley Foundation content output.
- Ensure that the Percy Hedley Foundation corporate identity and brand guidelines are always adhered to
- Ensure the values of the Percy Hedley Foundation are reflected in all communications and marketing materials
- Undertake any other duties of a similar nature consistent with the responsibilities of this post to provide a quality support service to the commercial and marketing team

Person Specification

Essential Criteria

Skills and Knowledge

- Social video storytelling and editing (at pace when required)
- Social content planning and scheduling
- Ability to react to social trends

Experience

- Social media usage and management (focus on TikTok)
- Proven ability to create short-form video content

Personal Qualities

- Confident in communicating with stakeholders across the organisation
- Creativity to spot, adapt and change all aspects of our video content production
- Ability to work independently while also following creative direction

Other Requirements

- Ability to travel across our locations to capture events and story tell

Organisational Standards

The Percy Hedley Foundation operates in a demanding and often changing environment. Members of staff must be flexible, adaptable, willing to face up to changing circumstances and new opportunities. The following list of duties and responsibilities must therefore be taken as a guide and is not to be comprehensive.

Professional Duties

- Participate in the review of the Foundations Policies, Procedures and Processes
- Participate in arrangements for the performance development review process
- Participate in arrangements for further training and professional development
- Keep up to date with changes or developments within your professional area
- Fully participate in the induction and training programme provided by the Percy Hedley Foundation
- Contribute to the professional development of other staff, including the induction of new staff.

Equality and Diversity

- Promote equality of access to education, training, and employment opportunities for disabled people, and advocate a positive attitude
- Recognise that disabled people are individuals who have specific needs
- Employ support strategies that will empower disabled people
- Show awareness of knowledge and display non-discriminatory behaviours at all times in relation to culture, race, ethnicity, disability, gender, sexuality, and age
- Recognise the importance of inclusion by using appropriate means of communication at all times
- Be flexible, trying to meet the changing needs of both disabled people and environment.

Discipline, Health and Safety

- Adhere to and promote Percy Hedley Foundation Health, Safety and Welfare policy at all times
- Purchase equipment from a recognised source
- Report all incidents and accidents to Health and Safety Officer
- Maintain a high standard of record keeping in line with Percy Hedley Foundation policies and procedures.

Safeguarding

- Safeguarding is everyone's responsibility.
- Percy Hedley Foundation have adopted recruitment and selection procedures, and other Human Resource Management processes, that help deter, reject, or identify people who might abuse vulnerable children/adults, or are otherwise unsuited to work with them.
- The Trustees/Governing Body are committed to promoting the welfare of children and young people/adults and staff are expected to ensure that the highest priority is given to following guidance and regulations to safeguard those in our care.

Confidentiality

- Respect confidentiality. All personal information about people using the foundations services to which you have access should be treated as confidential. Information about the people's needs, progress and assessment should only be shared with the team to aid support
- Remain objective and do not favour any gender, language or culture and comply with the Percy Hedley Foundation policy.

About Us

We are an ambitious, entrepreneurial, and innovative charitable business working in a person-centred way to meet the needs of people with disabilities and their families. We provide a range of high-quality services and seek out opportunities to inspire and support people with disabilities to achieve their ambitions. We believe that working together as one Foundation we achieve more than individual services would achieve alone. Our influence will be regional, national & international.



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