

### Job Description

<b>Job Title</b>	Junior Content Producer
<b>Department</b>	Marketing and Creative Services
<b>Reporting To (Job Title)</b>	Head of Marketing and Creative Services
<b>Responsible For (number of reportees)</b>	0
<b>Date of Issue</b>	11/11/24
<b>Contract type</b>	One year, full time
<b>Benefits</b>	Salary: £24k Pension: (7% employer contribution) Life Assurance Private Healthcare Generous holiday and sickness allowance
<b>Location</b>	Your place of work is Holly House, Leamington Spa. There is an expectation that you will spend 40% to 60% of your working time at Holly House. Due to the nature of the role some travel to locations across the UK may be required in the research aspect of this role.

### Role Purpose

The Junior Content Producer will have an exciting role in advancing the Smallpeice Trust's mission by supporting in the production of engaging written and digital marketing content.

As an enthusiastic and positive creative content creator you will work within the Marketing and Creative Services Team who are educating our audiences and telling the story behind Smallpeice. The content you will produce will drive applications and recruitment to the Trust's dynamic program of events, activities and courses alongside bringing some personality to the content with our brand tone of voice.

You will be passionate about helping to create the most exciting content to inspire curiosity and spark the imagination.

### Key Tasks and Responsibilities

- Tell the story of the Trust's activity through written content, graphic design, images and video
- Contribute towards writing engaging content for various channels such as news items, social content, case studies and internal communications for a range of audiences, adapting the tone and style, while ensuring content is on brand
- Support the social media and Content Coordinator in producing and scheduling social posts to recruit for the Trusts program of activities
- Support the team in creating program relevant email campaigns including copy writing.
- Contribute towards forming marketing plans for various department initiatives
- Work with the marketing team in producing and updating Trust presentations, templates, marketing collateral and program material within brand guidelines
- Source and purchase branded merchandise as required such as t-shirts, notebooks, pens etc, raising POs against spend
- Assist the wider teams in image sourcing and gathering social screenshots to be used for reporting
- Assist the team in reporting on key social metrics which will be used to inform future content
- Participate in brainstorming sessions and contribute creative ideas for new projects
- Help with the content update of the website Content Management System (CMS)

<ul style="list-style-type: none"> <li>• Support the content team in researching trends and advancements in the use of new technologies and where guided assist with the creation of associated artifacts</li> <li>• Attend events, nationwide, on a regular basis to gather content, photography and videos, being mindful of conduct and representation of a Children’s educational charity</li> <li>• Support with other projects and tasks across the charity as requested by your line manager or department head</li> </ul>
<p><b>Key Deliverables &amp; Results</b></p> <p>Production of engaging and high-quality creative marketing material to promote the Trust to our audiences, resulting in increased uptake in our courses and activities. Showcasing the personality of the Trust via storytelling methods in a visual appealing and impactful way to captivate and grow our audiences.</p>
<p><b>Key Relationships</b></p> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Head of Marketing and Creative Services</li> <li>• Content and Social Media Coordinator</li> <li>• Content Team</li> </ul>
<p><b>Safeguarding responsibilities</b></p> <ul style="list-style-type: none"> <li>• Take responsibility for promoting and safeguarding the welfare of children and young people. This includes working in environments where children and young people may be present.</li> <li>• Be aware of and ensure strict compliance with the Trust’s Safeguarding policies and procedures and Code of Conduct.</li> <li>• Report any safeguarding concerns, no matter how small.</li> <li>• Undertake all safeguarding training as directed.</li> </ul>
<p><b>Data security responsibilities</b></p> <ul style="list-style-type: none"> <li>• Maintain confidentiality of data and information that is sensitive to the Company, in line with Company policy and the Data Protection Act.</li> <li>• Be aware of responsibilities under the requirement of the Data Protection Act 2018 and ensure strict compliance with the Trusts Data Protection policies and procedures.</li> <li>• Minimise the risk of data security breaches by ensuring all Trust confidential data is handled and processed securely.</li> <li>• Report all data breaches immediately so that swift containment action is taken.</li> <li>• Undertake all data protection training as directed.</li> </ul>
<p><b>Health and Safety Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Be aware of and ensure strict compliance with the Trust’s Health and Safety policies and procedures.</li> <li>• Take a proactive approach to managing their own and others Health &amp; Safety.</li> <li>• Take reasonable care of own and others personal health and safety when carrying out the Trust’s activities.</li> <li>• Report any potential health and safety risks or hazards to line managers.</li> <li>• Undertake all health and safety training as directed.</li> </ul>
<p><b>Standard Requirement of all positions</b></p> <p>All employees are required to:</p> <ul style="list-style-type: none"> <li>• Be flexible in their duties/responsibilities and perform other duties which reasonably correspond to the general character of their job and their level of responsibility.</li> <li>• Adhere to all Company’s policies.</li> </ul> <p>All employees must be willing to live The Smallpeice Trust Values and Behaviours:</p> <ul style="list-style-type: none"> <li>○ <b>Boldness:</b> <i>We are bold in our ambition</i></li> <li>○ <b>Excellence:</b> <i>We demand more of ourselves than our stakeholders do</i></li> <li>○ <b>Safety:</b> <i>Safeguarding Young People is our number one priority</i></li> </ul>

- **Togetherness:** *Together we can achieve more*

Person Specification	Essential	Desirable
<b>Experience: (minimum needed to be able to undertake the role)</b>		
Creative thinker with a proactive approach	Yes	
Producing marketing content for various digital and non-digital channels	Yes	
Working within a team	Yes	
Previously worked to deadlines, planned workload and demonstrated effective time management	Yes	
<b>Skills</b>		
Competent in Adobe Suite and Canva	Yes	
Creative design capabilities	Yes	
Copy Writing skills	Yes	
Good communication and problem solving skills	Yes	
Mature and conscientious attitude to work with enthusiasm and eagerness to take on responsibility	Yes	
IT proficient, experience of Microsoft Office (Word, Excel and PowerPoint)	Yes	
Able to take and edit videos / photos on a mobile phone to a good standard		Yes
Experience with social media platforms and scheduling content		Yes
Website content updating using a content management system		Yes
Experience relevant to charity/third sector/youth sector		Yes
<b>Qualifications/Technical Training/Professional Membership</b>		
Driving licence and ability to travel, including overnight stays and out of hours working when necessary	Yes	
Batchelors Degree in a design and/or marketing related subject		Yes

### The Smallpeice Trust

The Smallpeice Trust is an energetic and independent educational charity that exists to address the shortage of engineers in the UK by engaging and inspiring young people aged 9 – 18 to choose pathways that can lead to a career in engineering. Our vision is to inspire increasing numbers of young people to acquire Life, Leadership and Engineering skills, in order to increase the number of engineers in the UK, in order to enable society.

The Trust has a specific focus on widening the engineering talent pipeline through the engagement and inspiration of student groups currently underrepresented in engineering e.g. females and less advantaged students.

Endowed in 1966 by Dr Cosby Smallpeice, a self-taught engineer, The Smallpeice Trust has a reputation for delivering professionally executed engineering programmes for young people, including Arkwright Engineering Scholarships, residential courses, one-day STEM events, and engineering projects. Our programmes are made possible through support (both financial and non-financial) from private, public and third sector partners. The Trust is undergoing a digital transformation, with extensive programme development underway in order to ensure the Trust can achieve its vision in new and innovative ways.

*“Scientists study the world as it is, engineers create the world that has never been “*

*- Theodore von Karman*

For more information visit <http://www.smallpeicetrust.org.uk>