

# CONTENT CREATOR



Behind every project, every volunteer and every community member Raleigh supports, there is a story to be told. As the Content Creator, you will find these stories and work side-by-side with young people to generate exciting, engaging and high-quality content for Raleigh's communications channels. Whether that be mobile video for social media, written articles for our youth blogging platform, or case studies and photography to evidence our project impact, the content you create will bring our programmes to life in a way which inspires and empowers others to take action.

You will be part of the fieldbase team, but you won't be in the office all the time. You will spend time in rural communities to capture first-hand the moments and stories which make our projects special. You will let your creativity flow to develop interesting narratives through content which will be both informative and engaging on digital channels. Be it an Instagram story covering an awareness day, or a photo story or GIF to share on Facebook, the content you create will shine a light on Raleigh's work and inspire our audiences to engage in issues that matter.

But it's not just about updates through digital. You will play a crucial role in gathering case studies which are vital for our monitoring and evaluation work. You will be in the privileged position of learning more about people's lives when you interview community members and volunteers about their experiences. These stories will not only help us evidence our work, but they will inspire stakeholders and funders to invest in our programmes and support us to make a long-lasting change around the world.

When you aren't in the field, you will have lots of time to execute your ideas and work with the staff team to utilize the content you have gathered when writing up stories and scheduling social media material. You will also pitch in with the busy fieldbase operations and may be required to take on extra responsibility at different times to support our country teams to ensure the smooth running of our programmes.

This is an exciting role with lots of opportunity to put your creativity into action while making a substantial contribution to building Raleigh's lasting impact.

## SKILLS & EXPERIENCE

- Experience of using social media (especially Instagram stories) either personally or professionally
- Shooting video on a smartphone for social media
- Experience documenting events through social media
- Creative writing and blogging skills
- A strong interest in interviewing for story gathering
- A strong eye for visual design and an interest in photography
- Ability to work to a communications and photography brief
- A self-starter able to work independently
- Organisational skills
- Working to tight timescales with limited resources

