

Role	Senior Creative Content Officer
Location	Central London
Salary	£29,102 - £31,823
Reports to	Communications and Engagement Manager
Manages	Digital Content Producer

About the role

Are you a confident, engaging storyteller? Do you have a passion for creating great content? Are you keen to inspire and empower young people to share their own stories?

As Raleigh International's new **Senior Creative Content Officer**, you will be responsible for developing and leading on a new global content strategy to deliver powerful, emotive digital and written content which supports our brand and brings the work of our young volunteers to life.

It is an exciting time to take on this key role in our Communications Team. We're building a new, energetic team, embracing new ways of working, and collaborating with each other so that we can champion youth voice throughout our work and inspire young people to find creative ways to drive long-lasting change in the world.

You will use your excellent interpersonal and relationship building skills to work with teams across the organisation, both in London and in our international offices, to assess content needs and plan, create and deliver inspiring stories of youth-led change. You will ensure systems and processes are in place and working effectively to manage and deliver content – films, photos and stories – for use in marketing, fundraising, advocacy, reporting and communications to reach our target audiences.

Using your journalistic and interviewing skills, you will identify exciting youth-led stories of change that evidence how young people are addressing some of the most pressing global issues. You will be able to travel internationally on content-gathering briefs, no more than three times per year, and you will deliver training as required.

As well as developing content yourself, you will work directly with young people. A key part of this role will be coaching, inspiring and supporting young people around the world to share their own stories through all forms of media.

You will manage and work creatively with a Digital Content Producer and provide content support to the communications team, as well as communications volunteers and colleagues in our countries of operation.

The content you produce will help to inspire a generation of young people to become volunteers on our programmes, build strong relationships and engagement with those who have volunteered in the past so they can continue to create change, and encourage people to support our work.

Accountabilities

Strategy and planning

- Develop and deliver an engaging global content strategy which supports the overall organisational and communications strategies, and focuses on youth-led stories of change that will help communicate our vision: for young people everywhere to be able to change the world
- Create and implement a structured content plan, ensuring all content is on-brand, meets the needs of head office and in-country teams, and evokes the desired response from our target audiences

Brand

- Work with the Communications and Engagement Manager to articulate Raleigh's brand to all staff, volunteers and external stakeholders
- Ensure all written and visual materials and multimedia meet our brand guidelines with the support of the Graphic Designer and Communications and Engagement Manager
- Share out of hours crisis communications cover with the Communications and Engagement Manager
- Support incident and crisis communications, including drafting statements, all-staff emails, and researching reputational risks

Content production and management

- Generate ideas for compelling content which resonates with each of Raleigh's target audiences and embraces new ways of doing things
- Lead on the development of exciting stories of change and content evidencing our impact for use across the organisation
- Work across the organisation, and with young people, to source stories, conduct interviews and gather other content and information from our international programmes
- Develop and maintain a system for storing, tracking and reviewing content in a way that makes it accessible to the whole organisation and helps plan future content needs
- Support colleagues to plan and update marketing, fundraising and training materials with content which is engaging for their target audiences
- Collaborate with the Senior Digital Communications Officer to produce engaging digital and social media content, analyse its effectiveness and make suggestions for continual improvement and development of digital content

Coaching and capacity building

- Coach and support young people to develop their own content
- Develop materials to support volunteers and staff to deliver engaging content
- Create and deliver briefs and help train volunteer communications officers in the countries where we work, and support them to gather and write high-quality stories of change and social media content
- Support the Communications team with media and other work at busy times

Campaign communications

- Work with the Communications and Engagement Manager to develop communications around our global campaigns, aiming to empower young people to take action on the Global Goals and the issues they care about
- Support the development of toolkits and campaign materials to increase participation

Alumni engagement

- Encourage and support our alumni and national societies to produce stories of change and generate compelling content
- Work with the Alumni Officer to manage and develop content for the alumni blog and monthly alumni newsletters which encourages continued engagement with Raleigh
- Support the Communications and Engagement Manager and Alumni Officer to develop communications materials to encourage ongoing engagement from former volunteers

Editorial and Publications

- Working with Communications and Engagement Manager, provide editorial support across the organisation
- Write engaging copy for, and support the production of, marketing materials, donor reports, and the annual financial and impact reports

Management

- Line manage a Digital Content Producer
- Provide from-a-distance management and support for communications volunteers in our countries of operation
- Provide team cover and support for the Communications and Engagement Manager as required

Person Specification

Essential

- Significant experience in writing and editing creative, clear and factually accurate copy for diverse audiences
- An exceptional eye for what makes a good story and strong content
- Evidence of interviewing and gathering stories and repurposing content for different channels
- Track record in developing engaging written and digital content for use on multiple platforms which spark conversations among a variety of audiences
- Self-starter with ability to multi-task
- Embraces new ways of working and encourages creative and innovative approaches to tasks
- Recognises personal strengths and weaknesses and works continually to improve them
- Proven experience of coaching or training others and providing constructive feedback
- Experience of managing content development, planning and evaluation
- Strong verbal communication and interpersonal skills
- Great organisational and administrative skills

- Encourages, coaches, mentors and supports teammates
- Adapts communication styles to ensure clear understanding among different audiences and stakeholders
- Develops effective working relationships, both internally and externally
- Ability to work to strict deadlines and under pressure
- Understanding of and commitment to the aims, values and culture of Raleigh International

Desirable

- Experience of developing content for specific audiences including youth (17 – 24 year olds), 25-35 year olds, governments and corporates
- Background working in international or youth development
- Experience working with young people aged 17-25
- Line management experience
- Interest in campaigning around environmental sustainability and youth development issues
- Video, photography and digital production skills
- Knowledge of best practice around communications consent

About Raleigh International

Raleigh International is a youth-led sustainable development charity. We focus on working for and with young people to inspire and make positive change in four areas: promoting youth in civil society, providing access to safe water and sanitation, protecting vulnerable environments and building livelihoods and enterprises.

Our way of working to achieve impact is by engaging young volunteers through delivery programmes: Raleigh Expedition, International Citizen Service (ICS), a UK government-funded development programme, and national youth programmes where we work solely with local youth volunteers in-country.

By working through youth, we develop young leaders and ensure young people are connected, valued partners in development.

Our values

Our values are at the heart of our work. They guide how we do what we do. They are shared by our staff, supporters, volunteers, project partners and the communities with whom we work.

➤ **Find the courage**

We find the courage to step out of our comfort zone and create change.

➤ **Never give up**

We have the grit, determination and resilience to get the job done.

➤ **Open to discovery**

We are open-minded to trying new things and learn from one another.

➤ **Act with Integrity**

We act with honesty and respect, and we take responsibility for doing what we say.

➤ **Create Impact together**

We seek to maximise long-lasting impact in everything we do.

Other Information

Holiday entitlement

The holiday entitlement for full-time staff is 25 working days per year, plus 8 public holidays. Part-time staff receive a pro-rated entitlement.

Office hours

Normal office hours are Monday to Friday, 9am - 5pm, though staff can vary their start and finish times between 8am - 4pm and 10am - 6pm.

Weekend, early morning and evening working may be required in the following circumstances: to attend events and meetings and on overseas field trips.

Employment eligibility

To be considered for this role applicants must have British Nationality or have a right to live and work in the UK.

Safeguarding and Vulnerable Adults

Raleigh International is committed to ensuring the health, safety, welfare and development of all young people with whom it works regardless of gender, age, stage of development, disability, sexual orientation, religion, culture or ethnicity. All participants who take part in activities organised by us should enjoy taking part in these without fear of harm. We guide all staff and volunteers to show respect for and understanding of young people's rights and their safety and welfare and by so doing, conduct themselves in a way that reflects our principles.

Anti-Corruption Policy

It is Raleigh International's policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage.

Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harm the societies in which these acts are committed and prevents economic growth and development.

Any breach of Raleigh's policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.