

## Role Profile

<b>Role Title:</b>	Digital Content Producer
<b>Department:</b>	Corporate Affairs - Marketing and Communications
<b>Role Purpose:</b>	<p>To support the Digital Content Team in bringing Midland Heart’s corporate brand to life and promote our good work to customers, colleagues and stakeholders; with full responsibility for the day-to-day management of producing digital, branded content.</p> <p>To create digital assets for delivery across Midland Heart’s external and internal channels and be responsible for creating content such as: short-form video, motion graphics, photography, audio recording for podcasts, interactive pdf and print design.</p> <p>To produce marketing and communication materials as well as providing digital content solutions to all areas of the business from e-learning to online asset delivery.</p>
<b>Reporting to:</b>	Digital Content Manager
<b>Responsible for:</b>	n/a
<b>Disclosure level:</b>	n/a
<b>Role Level:</b>	<u>Frontline Worker</u>

<b>Key Role Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Organising and filming video and photography shoots with a view to producing content for online delivery.</li> <li>• Produce motion graphics to support internal and external communication channels for campaigns, reports and displays</li> <li>• Support the Digital Content Team in producing print graphics in a variety of formats.</li> <li>• Manage and deliver effective projects, campaigns and plans in line with our overall corporate affairs plan, our values and business objectives.</li> <li>• Monitor and evaluate key analytics measuring success against agreed KPIs.</li> <li>• Work closely with teams across the business to ensure we’re capturing and sharing our whole story.</li> <li>• Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required.</li> <li>• Uploading/updating content via our CMS.</li> </ul>
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<p><b>Education, Qualifications &amp; Training</b></p>	<ul style="list-style-type: none"> <li>• Educated to degree level in a related subject or have at least 3 years of experience in producing digital and print content in a corporate or agency environment.</li> </ul>
<p><b>Knowledge &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• A thorough understanding of design principles across digital and print.</li> <li>• Experience of working to brand guidelines.</li> <li>• Experience of undertaking video and photographic shoots on location and in-house, as well as post production techniques in both disciplines.</li> <li>• Experience of producing content with the Adobe Creative Suite/ Creative Cloud.</li> <li>• Experience of incorporating the following software into workflow: Photoshop, Illustrator, Premiere, After Effects, InDesign, Lightroom, Acrobat.</li> <li>• Knowledge and /or experience of Adobe Captivate, Adobe Spark, 360 or VR software, App design, Podcasting.</li> <li>• Experience of delivering and managing highly effective communications and marketing projects for a large and complex organisation.</li> <li>• Experience of advising senior internal and external stakeholders.</li> <li>• Experience of using a range of communications and marketing techniques to deliver projects.</li> <li>• Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives.</li> <li>• Understanding of marketing and communications techniques.</li> <li>• Knowledge of current marketing trends.</li> <li>• Understanding of various digital channels.</li> </ul>
<p><b>Role Specific Skills &amp; Behaviours</b></p>	<ul style="list-style-type: none"> <li>• High level of verbal and written communication skills.</li> <li>• High level of influencing and interpersonal skills.</li> <li>• Creative flair and imagination.</li> <li>• Strong verbal communication and interpersonal skills in order to engage and influence at all levels across the Group.</li> <li>• Ability to deal with sensitive issues with discretion and confidentiality.</li> <li>• Ability to work under pressure and prioritise work effectively.</li> <li>• Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.</li> <li>• Be comfortable with our organisations values and be happy to demonstrate these values in action in your work: imagination, customer, first, empowerment, inclusive, ambition.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• An understanding of and commitment to the principles of equality and diversity.</li><li>• A commitment to flexible working patterns and style to meet business needs and pressures.</li><li>• Evidence of ability to travel throughout area of operation.</li></ul> |
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