

## Digital Content Designer

**Salary:** £41,511- £44,711 (PO3) (Subject to Evaluation)

**Location:** Sir Henry Mitchell House, Bradford

**Report to:** Communications and Marketing Manager

### About Us

Bradford has created a new Children and Families Trust, which has been commissioned by Bradford Council to deliver a wide range of services for children, families and young people on their behalf. The Trust is accountable for determining how outcomes of these services are achieved and for the day-to-day running of commissioned children's services.

This is an important opportunity to renew our approach to delivering the support that Bradford's children, young people and families in need, by renewing services and creating a new organisation. We are bringing the mindset, dynamism and energy of a start-up together with the national expertise and determination of the Trust's Board, senior leadership and our colleagues' practical experiences of providing children's services in Bradford.

As a new organisation, Bradford Children and Families Trust has established our own purpose, vision, and outcomes for what we aim to achieve.

**Our vision:** For all children and young people in Bradford to be safe and able to realise their full potential.

**Our purpose:** To provide high-quality services with partners that help safeguard, support and promote the welfare of children, young people and families across the Bradford District.

We will achieve this through continuous improvements in our services and positive collaboration with our staff, our partner organisations.



## Job Overview

As a Digital Content Designer you will work collaboratively across the organisation to build high quality and effective stakeholder engagement across all our digital channels – for example, website, intranet, social media and email engagement.

You will play a crucial role in creating and editing high-quality, engaging, user-friendly content, ensuring our internal and external audiences have a seamless and informative experience.

You will need to build relationships with stakeholders to make sure developed content is factually accurate, aligned to our objectives and meets the needs of users.

You will stay updated on industry best practices and trends in digital content creation to make recommendations for incorporating new techniques and technologies.

## Main Duties and Responsibilities

- Develop the Trust's digital marketing and communication channels, holding responsibility for the content plan and feeding recommendations into the communication and engagement strategy.
- Create, edit and curate user-centric content for the Trust's digital channels and social media accounts. This includes writing and editing copy, taking photographs, editing and producing video and managing audio editing for podcasts and multimedia projects. Assist in the coordination of the social media editorial calendar, developing forward plans for content and ensuring it aligns with key messaging and meets audience needs
- Design documents, posters and marketing materials for both digital and print distribution.
- Develop the recruitment site as an integral part of the Trust's website and promote job opportunities.
- Ensure content and designs adheres to brand guidelines, tone of voice, and messaging for consistent representation of our organisation and meets web accessibility standards and government guidelines.
- Continuously analyse user feedback, metrics, and analytics to improve content.
- Develop and maintain collaborative working relationships with all colleagues, stakeholders and with end users.
- Stay up-to-date with industry trends, web design best practices, and emerging technologies to continuously enhance our digital offerings.



## About you

- Experience of working in a busy comms/marketing team either in-house or in a creative comms agency
- Relevant creative/design-led degree or relevant professional qualification
- Excellent written communication skills with meticulous attention to detail
- Experience with web design tools such as WordPress and writing content for websites
- Experience of designing creative and innovative digital content including graphics, infographics, videos, podcasts, animations and more
- Ability to use design packages such as Adobe Creative Cloud (Illustrator, Photoshop, Indesign, Premiere Pro, After Effects) and Canva
- Ability to deliver a data-driven content strategy and plans to support strategic objectives and amplify our work
- Ability to get to the heart of a story and create and produce digital content which will inspire and engage our stakeholder audiences
- Ability to plan, film, and edit video content for digital communications channels
- Ability to organise and prioritise work and meet deadlines

## Safeguarding Responsibilities

Bradford Children and Families Trust is committed to safeguarding and promoting the welfare of all children who use our services and as such expects all staff to share this commitment.

Successful applicants will be required to complete the relevant safeguarding checks.

We are an equal opportunities employer.

