

Content Creator

Ronald McDonald House Charities UK



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™



Candidate Pack



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Information about the role

Job Title: Content Creator

Salary: £33,000 per annum

Reports to: Marketing Manager

Location: Hybrid working - Based
McDonald's Head Office
11 - 59 High Road
London
N2 8AW

Contract: Permanent: Full Time 35 Hours

Job Purpose:

Your role will be making sure our brand has enough content to tell a compelling story to various audiences across multiple channels. You will be the go-to for production of high-quality multimedia assets for the Charity, working with agencies and collaborating with other teams. You will be skilled at producing and editing videos and photography, and a first-class writer. A natural storyteller, you'll be brimming with creative ideas for how we can use content to engage our multiple stakeholders.

Key responsibilities:

- Developing and delivering a content plan, ensuring it aligns with plans across the MarComms and Fundraising teams
- Briefing and managing video agencies and a range of photographers and writers to deliver content to defined specification
- Along with the PR and Communications Manager, keeping our case study tracker up-to-date and relevant, tracking content leads and recording where content is used
- Managing our YouTube channel
- Working alongside the wider Marketing team to produce content for the website and regularly auditing the content
- Working collaboratively with the Social Media Officer to produce or support the creation of social content across Meta, LinkedIn and TikTok
- Developing films, photography, graphics, or presentations for PR pitches or special events
- Attendance at events and campaign launches will be necessary from time to time to capture content - a flexible approach to travel and non-standard working hours is required
- Managing the development and implementation of our digital asset manager, Canto, supported by the MarComms Assistant
- Other content duties as required by the MarComms team



Information about the role

Person Specification

- Confident in managing video agencies, photographers and external writers, and skilled at putting together storyboards, narratives and overseeing the creation of compelling videos, animations, graphics and written articles
- Skilled in video editing using Adobe Premiere Pro
- Adaptable writing style to engage different audiences and formats, creating web copy, videos, long and short form stories, social posts, and advertising copy with ease
- Skilled in working in cross-functional teams including supporting the CEO with presentations, and you'll be speaking regularly with our beneficiaries, volunteers, and donors
- Managing sensitive situations and material, prioritising the needs of our families is important
- Creative thinking, coming up with new ideas
- Working independently, managing your own workload

Knowledge and Experience

- Experience working with sensitive situations and material
- Experience prioritising workload
- Good time management skills and delivering to deadlines
- A cross team collaborator including external agencies
- Excellent copywriting skills
- Experience with agency management
- Basic photography and video editing skills
- Experience with interpreting brand guidelines
- Experience using a Digital Asset Manager
- An understanding of traditional and digital marketing approaches
- Experience analysing data to make improvements from insights
- Copywriting and proofreading skills/experience

Our Values

- We celebrate the diversity of our people and our programmes
- We focus on the critical needs of children and their families
- We value our heritage
- We operate with accountability and transparency

Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.



Summary of benefits

We are able to offer the successful applicant a highly competitive salary and benefits package



Pay

£33,000 per annum



Charity Sick Pay

20 days' Charity sick pay per tax year, (pro-rata for part-time).



Private Healthcare and Employee Assistance Programme

We give all staff, their spouse or civil partner and any dependant children up to the age of 25 free membership of a private medical care scheme. You can also access a free Employee Assistance Programme and Doctor@Hand service.



Pension Scheme and Enhanced Life Assurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum of cover of 1x annual salary life assurance. You will have the option to upgrade your life assurance to 4x annual salary.



Holiday and Sabbatical Leave

28 days' annual leave entitlement (plus bank holidays) per annum (pro-rata for part-time), rising to 30 days (plus bank holidays) after three years' service (pro-rata for part-time). You will be entitled to an eight-week paid sabbatical for every 10 years continuous service.



Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.



Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity and adoption leave.



Recognition

To celebrate major service anniversaries, we give all staff vouchers which you can redeem at a number of High Street and online retailers. The value of the vouchers increase each five years. Our employee of the quarter scheme recognises five employees each quarter with a £50 voucher.



Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

How to apply

Closing date:

Sunday 3 December 2023

All applications must be submitted before midnight on this date to be considered.

Please enclose:

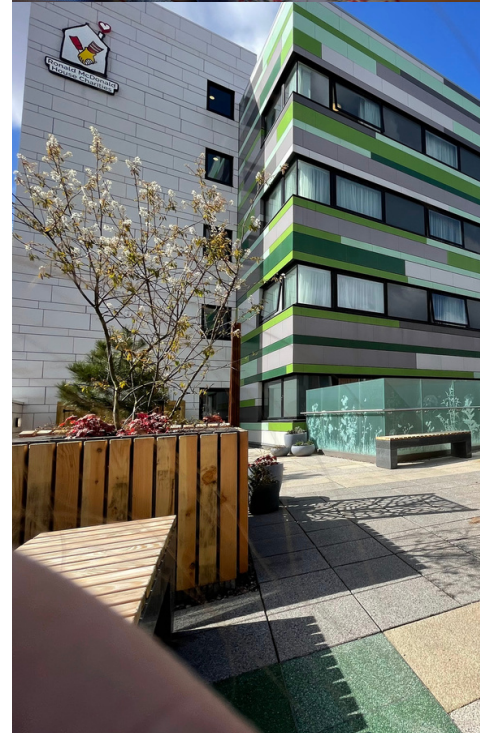
- A full CV
- A cover letter specific to this role

Applications should be sent to:

RMHC Recruitment Team via:
rmhc.recruitment@uk.mcd.com

If you would like to talk about the role before applying, please call: 0203 892 0774 or email: rmhc.recruitment@uk.mcd.com.

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.



Our stories

Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.



Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.

We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

