

Role title: Content Creator
Contract length: Permanent
Grade 2: £25,660 to £29,591

Making it happen:

Do you want to help make a real and lasting difference to the lives of current and future generations in Wales?

Wales is the only country in the world with a Well-being of Future Generations Act. The Future Generations Commissioner is seeking a permanent new member of the Communications team to support a busy programme of activity and help speak up for the people of Wales who haven't been born yet.

Changing culture in the public sector, improving the social, economic, environmental and cultural well-being of Wales and protecting the interests of future generations, all fall within the remit of Wales' pioneering Well-being of Future Generations Act and the Commissioner and her team are tasked with helping to make this happen.

The organisation is looking for someone who is proactive, passionate, people-centred, someone who wants to be a part of a movement for change in Wales, bringing the Well-being of Future Generations Act to life in order to secure the change needed from the willing (and the not so willing)!

Is this you?

Are you an innovator - someone who is constantly curious, a visual story-teller, someone who is always full of ideas? You'll enjoy creating multi-visual and audio content including info-graphics, podcasts and videos and be at ease with running busy social media channels.

A confident communicator, you will be able to write well and create snappy social media content from complex information, from graphics headlines to comprehensive social media campaigns including Twitter threads.

You'll be keen to support the people you work with by sharing your knowledge and expertise to help them to get the best out of technology, social media and digital design apps.

You'll also be keen to work with other digital innovators and understand how to use the latest techniques to successfully engage people, working as a crucial part of our team and you'll help us have the best website we can have for public bodies and the public.

You'll be forward thinking helping us identify new platforms and technologies as well as help us find and reach new contributors or audiences and in particular young people.

We are an organisation which likes to think differently, to question and to try new ways of doing things, encouraging creativity and new ideas. You will be a good communicator who avoids waffle, endorsing the Commissioner's approach of being practical, straight talking and constructively challenging.

You will be honest and straightforward with people and able to generate trust and confidence with the people you work with and work for.

We are looking for someone who is not shy in coming forward with ideas and who will also take responsibility for implementing the ones that fly.

Your purpose

Your main purpose is to bring to life the work of the Commissioner and her team using a mix of different and ever-changing mediums.

You will need to be able to reach out to, engage with and understand the needs of a diverse range of audiences.

You will play a key role in connecting with and platforming voices who are not as frequently heard, and we'll be keen to hear your ideas for building on and growing our online engagement with young people.

You might be creating sleek visuals and graphics for media kits and international speeches one day, and preparing and delivering an engaging social media schedule, or working with the rest of the communications team to come up with brilliant media campaigns, the next. Other days you could be sourcing media content and working with influencers, co-producing a self-shot video with others to tell the story of the brilliant things being done in Wales to beat climate change, or, just as importantly, finding innovative ways to call out the inaction and failures elsewhere.

You will support the work of the team with your knowledge of the most innovative digital mediums to tell our story, and help drive the changes needed in the public sector. We are a team that values inclusive decision-making and shared leadership, so you will be encouraged and empowered to contribute your expertise to the many aspects of our work.

Your responsibilities:

- You will own the digital vision for website development and other digital platforms, researching and matching platforms to our work and audiences and working with web and report designers to make sure what we do is presented in an exciting and informative way.
- You will be responsible for the production of audio and multi-visual content, including graphics, bringing to life the work of the Commissioner.
- You will be a part of the social media team and may be called on to run the organisation's social media channels on a rota basis.

- You will be responsible for coordinating content for the website or communications from teams across the office and ensuring the website is up to date and that we have relevant communications.
- You will identify innovation in digital applications and how best to use it to amplify our work.
- You will be adept at building skills across the team by getting colleagues excited and involved in using digital platforms and showing them what's possible.
- You will work regularly with the rest of the small media team and be in regular touch with the wider team including the Commissioner and work across a variety of fast-paced projects.
- You will work with teams in public bodies to support their delivery of the Act via a range of design products.
- You will walk the talk as part of our ongoing Movement for Change, collaborating with others trying to make a difference, and keep the Sustainable Development principle and the five ways of working at the heart of everything we do.

Your skills, knowledge, and experience:

Please note that we would encourage you to include personal insight from your lived experiences along with your professional work experience when demonstrating your suitability for our posts.

Essential

- You will have experience of identifying digital opportunities to enhance the profile of an organisation, community group or club and be able to demonstrate some measurable achievements.
- The ability to self-shoot and edit video.
- Ability to design infographics.
- You'll be able to evidence excellent organisational skills, showing your ability to take the initiative.
- You'll be able to tell us about ideas and initiatives that showcase your ability to work creatively and innovatively.
- You'll have experience of using digital methods for community engagement or participation, media or other communications sectors.
- You'll have knowledge of publishing via the web, media or social media platforms.

Desirable

- Knowledge of design software such as InDesign, Photoshop, Canva
- Some understanding of the Well-being of Future Generations Act.
- Knowledge of developing and maintaining websites
- Coding skills.
- Experience of using a CMS (we use WordPress).
- SEO-trained.
- An ability to communicate in Welsh.