

## Job description: Creative Content Officer

Title:	Creative Content Officer
Team:	Public Affairs
Reports to:	Head of Communications
Salary:	£30,500 per annum
Contract:	Permanent
Working hours:	Full time (flexible working arrangements will be considered)
Location:	Central London (currently trialling hybrid working - at least two days per week in Impetus office)
Starting date:	ASAP

### About this role

We're looking to recruit a creative thinker and great storyteller as a new member of our Communications team to create high-quality content that tells our story and that of our charity partners, coalitions and partnerships, to engage our audiences and increase our impact. Day-to-day you might be working on an eye-catching way of presenting data for a policy report, honing a pitch deck to a new donor into a compelling argument or developing new ways of presenting our work on social media to gain greater engagement in our Leadership Academy.

This role will work across the organisation engaging with Philanthropy, Policy and Investment teams to help them to grow the impact of their work by developing materials that builds our brand and increases our influence, impact and income. You will help these teams to understand their audiences and find new and better ways of engaging them.

You will work closely with our Heads of Communications, our Communications Manager and the wider Public Affairs team to deliver our refreshed communications strategy to amplify our message and mission and extend the reach and engagement of our work.

You will bring a good creative eye and enjoy immersing yourself in design and layout to present eye-catching content. We're eager to print and waste less and are looking for someone who shares this ambition and can work with us to keep on top of emerging digital trends and explore innovative ways to engage audiences. You'll also know your way around packages such as PowerPoint, PDF Editor and Photoshop / InDesign.

This is an exciting time to join a rapidly growing organisation. We'll give you creative freedom within a clear brand framework. And your work will have a tangible impact on tackling the barriers that hold back young people from disadvantaged backgrounds.

## About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life.

We are a driving force behind great charities, helping them deliver the right support to more young people.

We find what works by combining the lessons from our charities with our own research. We share this learning to influence policy and resources so that all young people get the support they need.

## Key responsibilities

- Working with the Communications team to maintain and grow our external profile across all our audiences through multiple channels
- Creating and designing high-quality, engaging creative assets for our priority audiences including pitch decks, reports, social media assets, and event materials
- Seeking and applying insight from our stakeholders, advisers and external trends to develop new content ideas
- Monitoring and optimising our website and digital channels, ensuring content is consistently high-quality, well structured, on brand and performing at its best
- Supporting Policy, Philanthropy and Events teams to create compelling resources to further their work
- Working directly with our charity partners and Investment team to gather their insights and stories

## Person specification

- A track record of producing a range of high-quality creative outputs, including reports and briefings, presentations and social media content
- Proficient in using design packages such as PowerPoint, PDF Editor and Photoshop / InDesign
- An interest in emerging trends in effective communications and engagement, especially digital innovation
- A passion for story telling
- Experience of commissioning content and working in close collaboration with agencies and/or freelancers

- Ability to manage complex workflows and deliver high-quality outputs on time and to agreed standards
- Collaborative style able to build great working relationships across an organisation and with partners, working co-operatively as part of a team
- A commitment to Impetus' mission
- A commitment to equality, diversity and inclusion

## We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time, job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

## How to apply

Please send a comprehensive CV and supporting statement to [recruitment@impetus.org.uk](mailto:recruitment@impetus.org.uk) by 11.59pm Monday 29 November 2021. The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

In order to complete your application please also complete the following equal opportunities monitoring form:

<https://www.surveymonkey.co.uk/r/ImpetusRecruitment-EqualOppsMonitoringForm>

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission. You will also be required to provide proof of your eligibility to work in the UK.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

First round interviews will take place week commencing 6 December 2021.

Second round interviews will take place week commencing 13 December 2021.

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

*Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, race, age, disability, religion, belief, sexual orientation, or marital status. We value diversity and welcome applications from people of all backgrounds.*