



Title: Junior Creative

Reporting To: Head of Digital

Location: Home based or Cambridge

Salary: £20,000

Contract: Permanent

Hours: Full time / 35 hours per week

About SOS Children's Villages UK (SOS UK):

SOS Children's Villages is a global charity working to protect children who have lost parental care, or who are at risk of losing it. We provide children with a stable and positive family life and support young people with skills training, enabling them to lead independent, fulfilled lives. Our work protects and improves the lives of children in 125 countries, working with communities to keep fragmenting families together and, where this is not possible, build new families for children at risk. As a global authority on alternative care, SOS Children's Villages works in partnership with the United Nations, advocating for the rights of all children and contributing towards the development of key child protection policies. For more information, please visit www.sos-childrensvillages.org (internat. office) and www.soschildrensvillages.org.uk (UK office).

About the Post:

Reporting to the Head of Digital, you will support the communications and brand team in the implementation of SOSUK's comms and brand strategy. As part of a small, but highly ambitious team you will work closely with the Head of Digital to support on all creative print or digital content, including social media and email channels. You will also work closely with others in the Communications team to identify and create engaging stories of SOS UK's global work.

Specific responsibilities include:

- Design and produce high-quality visual content for digital and print communications, helping to create a strong and consistent brand identity
- Involvement in the entire content lifecycle, including idea generation, planning, editing, distributing, managing and monitoring content
- Regularly update web content, designing impactful landing and content pages
- Contributing ideas during Communications team meetings and creative sessions
- Working with the Head of Digital to implement SOSUK's digital strategy across our digital channels, including social media, emails and the SOSUK website
- Add and remove website content as required and help to coordinate an update of all relevant website pages.

- Monitor social media as needed, responding and sourcing replies to messages, scheduling posts and reporting on activity.
- Working with the Creative Comms Assistant to plan, source and create engaging content for SOS UK's social media channels (including Facebook, Twitter, Instagram and LinkedIn)
- Edit video content as required and create new videos to fit brief
- Produce creative documents for teams as required.
- Creating engaging email templates for monthly newsletters and email journeys, and reporting on their performance as required
- Sourcing case studies from our online database, and from across the organisation, which are engaging, accessible for our audiences and demonstrative of SOSUK's commitment to protecting children worldwide
- Identifying content which fulfils the set requirements of a variety of communications outputs, including our digital channels, supporter communications and fundraising materials
- Compiling accurate and informative background research on SOS programmes and activities which can supplement our communications
- Proof-reading and editing copy for on- and offline communications
- Coordinating communications content by taking responsibility for the communications and content calendars
- Liaising with external freelancers and print agencies as required

PERSON SPECIFICATION

Education and Qualifications:

Higher level education or technical/artistic training (though formal university qualifications not required)

Essential:

- Experience creating content for a range of purposes, both digital & print
- Ability to turn ideas into visually engaging shareable content
- Strong visual creative skills – including graphic design and video editing
- Understanding of storytelling principles and a keen eye for what makes a good story
- Experienced user of Adobe Creative Suite (especially Premiere, InDesign and Photoshop)
- Strong written communication skills and effective personal communications
- Attention to detail and excellent organisational skills
- Good interpersonal and team working skills
- Computer literate and confident in using MS Office software, SharePoint and online databases
- Hard-working, enthusiastic and a self-motivator

- Ability to multitask and prioritise effectively
- Proactive and 'can do' attitude; solution oriented

Desirable:

- An interest in developing a career in digital and communications
- An understanding of social media scheduling, and experience using Google Analytics or similar
- Experience with content management systems
- Experience creating email journeys
- A keen interest in the media and a desire to learn more
- Experience of proof-reading and editing
- Experience of writing engaging copy
- Broad understanding of the non-profit sector and the INGO/development sector

To apply:

Please email a copy of your CV and covering letter of no more than 2 A4 pages with the titles "your name cover letter" and "your name CV" to Catherine Weston, Director of Communications and Brand at careers@sosuk.org

The deadline for applications is 8th December 2021

Benefits of working at SOS Children's Villages UK

- 25 days annual leave entitlement, plus 8 paid bank holidays and non-bank holiday working days during the office closure between Christmas and New Year are treated as additional paid time off
- Employee Assistance Programme
- Cycle to Work Scheme
- Life Assurance Cover
- Pension Scheme Membership
- Contractual sick pay
- Flexible working
- Statutory maternity & paternity pay
- Charity/Volunteer Days a maximum of 2 days per annum
- Travel loan
- Sabbatical leave
- Training & Development policy

Supporting material:

- www.soschildrensvillages.org.uk
- <https://www.sos-childrensvillages.org/>
- Organisational diagram

