

The Vegetarian Society Job Description

Job Title:	Creative Content Manager
Reporting to:	Marketing Manager
Department:	Marketing and Communications
Salary:	£35,000 - £40,000
Hours:	35 hours per week
Location:	Manchester (or remote / hybrid)

1. Purpose of the role

As the Creative Content Manager, you will be responsible for leading the creation of engaging visual content across the charity's marketing and communications channels. The role combines creative design, video production, photography, website management and digital content creation to support fundraising, campaigns and commercial operations.

Working collaboratively across the organisation, you will develop innovative creative concepts, maintain the charity's brand identity and ensure all content is compelling, accessible and aligned with the charity's objectives.

Main Duties:

1. Creative Strategy & Content – Work with the Marketing Manager to develop creative concepts and visual ideas for campaigns, appeals and organisational communications. Ensure all creative work aligns with the charity's brand identity, tone of voice and strategic objectives. Collaborate with colleagues across the charity to bring campaigns to life.
2. Graphic Design - Design a wide range of marketing materials, including: social media graphics, posters and flyers, leaflets and brochures, event materials, digital adverts, infographics, email graphics, presentation assets. Produce artwork for print and digital platforms. Maintain brand consistency across all visual communications.
3. Video Production - Plan, film and edit promotional and storytelling videos. Create content for social media, campaigns, fundraising appeals and events. Add captions, graphics, music and animations where appropriate. Optimise videos for different platforms and audiences.
4. Photography - Photograph events, cookery classes and other charitable activities as required. Edit and prepare images for marketing use. Maintain and organise the charity's image library. Ensure appropriate permissions and consent are obtained for photography.
5. Website Management - Manage and maintain the charity's website using the CMS (WordPress). Create and build new webpages. Upload news articles, blogs, campaigns and event information. Ensure website content is accurate, accessible and up to date. Optimise content for user experience and search engines (SEO).

6. Digital Content - Support the Social Media Manager to create content for social media platforms as required. Produce graphics and assets for email marketing campaigns. Repurpose content across multiple channels. Develop engaging multimedia content to increase reach and engagement.

7. Brand Management - Act as a guardian of the charity's visual identity. Develop the existing brand guidelines, create templates and design assets for colleagues. Ensure consistent use of logos, colours, fonts and messaging. Support the ongoing development of the charity's brand.

8. Campaign Support - Support the creative development of campaigns. Produce campaign materials from concept through to delivery. Work with internal teams to create compelling visual storytelling. Contribute creative ideas that increase awareness and engagement.

9. Project Management - Manage multiple creative projects simultaneously. Prioritise workloads and meet deadlines. Liaise with external suppliers, printers and agencies where required. Manage creative asset production from brief to completion.

10. General Responsibilities - Ensure all content complies with accessibility and copyright requirements. Maintain organised digital asset libraries. Support colleagues with creative advice and design guidance. Undertake other marketing and communications duties appropriate to the role.

PERSON SPECIFICATION: CREATIVE CONTENT MANAGER

Experience and Qualifications	Essential	Desirable
Demonstrable experience of producing high-quality creative content across multiple platforms	E	
A portfolio showcasing graphic design, video and digital content work	E	
Experience filming and editing high-quality video content	E	
Strong photography skills, including image editing	E	
Experience of building proactive relationships with key stakeholders		D
Experience managing and updating websites using a CMS (e.g. WordPress).		D
Experience of creating communication and marketing materials	E	
Experience working within the charity or not-for-profit sector		D
Skills and Knowledge		
Excellent graphic design skills using industry-standard software (e.g. Adobe Creative Cloud, including Photoshop, Illustrator and InDesign).	E	
Awareness of current digital marketing and social media trends		D
Knowledge of social media channels and platforms	E	
Skilled in the use of WordPress, including building new pages		D
Ability to manage multiple projects and deadlines	E	
Ability to work with/to branding and style guidelines	E	
Excellent interpersonal, planning and decision-making skills	E	
Confident to collaborate with internal teams on projects requiring creative support	E	
Ability to work on own initiative and as part of a team	E	
Good time management skills with the ability to deliver to deadlines	E	
Strong attention to detail and good proofreading skills	E	
Good emotional intelligence and communication skills	E	

Proficient at using design and video editing software	E	
Other Requirements		
An empathy and understanding of the Vegetarian Society's vision, aims and values	E	
Must be willing to travel as and when required	E	