



DIGITAL CONTENT CREATOR AT TRENTHAM

DEPARTMENT: Events and Marketing

PURPOSE OF THE POSITION:

Here at Trentham, our purpose is to nurture and grow this wonderfully special place for people, nature and wildlife to thrive. We are looking for a talented Digital Content Creator to join our marketing team, with the role focusing on creating high quality, relevant and engaging creative content for our digital channels (social media and web), and design for promotional print material.

MAIN ACCOUNTABILITIES AND DUTIES:

- Create and produce a diverse range of content communicating and enticing audiences to Trentham.
- Content will include videos, graphics, digital assets and motion graphics for social media, print, emails and other marketing collateral and materials.
- Plan and create engaging video content, including promotional videos, interviews, vox pops, and time-lapses to showcase Trentham's wide offering.
- Capture content at Trentham's events, producing same-day content to maximise promotion.
- Have knowledge of various format of video exports.
- Create social media content including capturing new photos, videos, and creating graphics in line with the brand.
- Work collaboratively with product owners to interpret the content to reach the target markets (examples include: horticultural & nature content, events and activities, retail and B2B corporate and business).
- Proactively input ideas into marketing campaigns in line with marketing strategy and business goals.
- Proactively participate in idea generation meetings to creatively plan future campaigns with team members, bringing own market awareness, understanding of new trends and an entrepreneurial spirit.
- Help develop the social media content planner, proposing impactful new content ideas in line with marketing strategy and business goals.
- Write creative captions and engage with followers on social media, in conjunction with the marketing team.
- Coordinate and update content for the website, in conjunction with the marketing team.
- Monitor, evaluation and reporting of campaigns and social content.
- Be responsible for tracking digital performance and providing performance insight into analytics.
- Ensure projects and tasks are completed on time and within budget.
- Ownership of intranet content in liaison with product owners.



WORK EXPERIENCE REQUIRED:

Essential Experience

- Relevant experience with creative tools - including graphic design for digital and print, video production and editing, and photography – ideally with a relevant degree.
- Proven track record of delivering unique concepts, reflecting the brand and volume of content.
- Must have graphic design and photoshop skills to create digital content, and promotional print materials.
- Must have video and audio production and editing skills, including text animation skills.
- Must have social media and marketing copy writing experience.
- Experience of managing full creative optimisations – scheduling platforms, concepts and assets, testing and reporting.

Includes weekend and evening work to cover events and activities.

For safeguarding reasons, the company requires employees in this position to undergo a basic DBS check, which will show unspent convictions only. The results of the DBS check would be dealt with on a case-by-case basis.

QUALIFICATIONS/TRAINING REQUIRED:

- UI/UX design and content design principles.
- Must have advanced understanding of social media platforms and functions (must include Facebook, Instagram, X, LinkedIn, YouTube and TikTok)
- High level of experience of Adobe Creative Suite - including InDesign, Illustrator, Photoshop, and Premiere Pro or equivalent.

KEY COMPETENCIES REQUIRED:

- A passion for the outdoors, leisure days out, events, hospitality and retail sector.
- Preferable experience in the visitor economy sector.
- Strong knowledge of content creation, graphic design and social media channels.
- Excellent time management and organisational skills/ability to work to tight deadlines, managing multiple tasks and projects.
- Excellent communication and interpersonal skills.
- Teamwork and the ability to foster good working relationships.