**DIGITAL CONTENT / GRAPHICS PRODUCER**

**JOB PURPOSE**

As the Local Partnerships Marketing and Communications team expands, we are looking to bring capacity to our collective skill set through the creation of a new position to help with a variety of digital communication, marketing and presentation needs.

Digital communication is crucial to building awareness, understanding and engagement amongst key audiences, directly supporting the strategic objectives of Local Partnerships and our contribution to the transformation of the public sector. You will help deliver digital assets to the team and organisation-wide.

You will be responsible for strengthening our content design across corporate communications, thought leadership, reports, events, digital and social media, especially across branded PowerPoint. This includes acting as brand guardian, ensuring our brand guidelines are applied consistently across all marketing channels.

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The ideal candidate will have a background in, or have a desire to be part of, multi-platform delivery, be comfortable using data around campaigns and have an appreciation for the wider marketing mix. You will be eager to learn from team members and gain valuable mentoring.

You must be able to show project management skills and handle multiple strands of activity at once. You will have a positive approach, be calm under pressure and a source of knowledge around digital and design solutions. You will have an eye for detail and enjoy creative writing, and be passionate about digital solutions, including the use of AI and transformation. You will be an active listener to key concerns of the public sector and how Local Partnerships can help, using digital platforms.

The role will span: digital content production creating graphics, animations, illustrations, document layouts (specifically MS PowerPoint presentations), helping to maintain the website through to reporting on campaign outcomes and ROI. Your aim is to support in the creation of digital assets that capture the attention and improve the reach and impact of our content.

**PRINCIPAL ACTIVITIES**

**Adhering to the brand guidelines of LP: management of design collaboration, end to end design of reports, PPT presentations, digital content, social media content, event materials, email newsletters and other marketing materials**

* Help to graphically edit PowerPoint presentations as well as internal documents
* Create digital assets to be used across our digital platforms. As required, produce illustrations, logos and layouts appropriate to the design output e.g. for a report, presentation, website page, event or digital asset. Daily engagement with systems to manage and prioritise incoming requests.
* Collaborating closely with cross-functional teams and key stakeholders to identify opportunities for improving user experiences through our digital channels and beyond
* Work with the digital communication manager and wider Marcomms team to maintain web pages, ensuring all content and updates are made. Collaborate organisation-wide and with external stakeholders as needed to support and suggest the development and of the website, to enhance brand awareness and user experience and to meet emerging business requirements.
* Working within the team to produce high-quality communication by translating requirements into digital campaigns in line with Local Partnerships’ brand guidelines

**Schedule multiple projects and manage timelines to complete work within agreed timings**

* Help manage commercial and content across digital platforms, in collaboration with specialists across the wider departments and business units to ensure user journeys are consistently optimised to increase conversions, engagement and user satisfaction, increasing webinar sign ups and reach
* Help colleagues across LP on best practices for web and digital content (including SEO and accessibility), upskilling as needed.
* Act as an internal champion for digital communications best-practice.

**Brand Guardian**

* Operate as a Local Partnerships brand guardian ensuring that all designed content is of exceptional quality and reinforces our brand guidelines.
* Ensure a consistent LP identity across all content, reinforcing our brand’s creativity, ‘look and feel’, tone of voice, values and key messaging.
* Maintain our brand identity guidelines, including typography, colour palette, tone of voice, and visual elements.

**Content Production**

* Review and maintain a suite of presentation and report templates to support the overall design quality, readability, and impact of organisational output.
* Create visually-compelling presentations and reports that align with our brand.
* Using data gathered or provided, produce ad hoc infographics, charts, and other content for report publications, thought leadership, media relations activity and events.
* Help to maintain internal pages of the company intranet

**Creative Problem-Solving**:

* Address design challenges creatively, especially when translating data-heavy content into visually appealing formats.

**PERSON SPECIFICATION**

**Experience**:

* Degree level (or equivalent experience) in a multimedia creation discipline, digital design or similar.
* Proven experience in digital, website creation, brand development, graphic design, digital design and content production ideally in a B2B or corporate communications context.
* Proven experience running social media channels to provide positive results
* Proficiency in multimedia software (Adobe Creative Suite, canva or similiar)

**Capabilities:**

* Creative and problem solving – the ability to use imagination and new ideas to produce solutions
* Influencing – the ability to actively promote ideas and initiatives both internally and externally.
* Collaborative – the ability to work with others and to bring others together to the benefit of our goals.
* Flexible and adaptable - the ability to change plans, priorities and ideas to suit changing circumstances.
* Challenge – the ability to challenge the status quo and drive change.
* Innovative – the ability to formulate new ideas or adapt existing ideas in new or unexpected ways to solve problems.
* Socially, politically, and environmentally aware – understanding the external factors that impact on LP objectives

**Desirable skills**

* Up-to-date with industry best practice and share insights internally, ensuring compliance with legal (including GDPR) and web accessibility standards.
* Have worked with Google analytics/bing webmaster tools to identify any problems or opportunities on the website/digital platforms
* Experience in building websites in Wordpress, web flow or similar