



# Digital Content Creator

## Employment Pack



# The Role

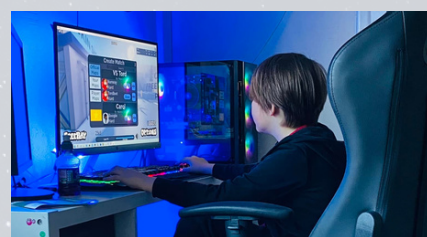
<b>Reports to:</b>	Creative Director
<b>Team:</b>	Advocacy & Training
<b>Line Management Responsibility:</b>	N/A
<b>Hours:</b>	16 hours per week
<b>Contract Length:</b>	Minimum 12 months
<b>Salary:</b>	£10,000pa (£24,000 full time equivalent)
<b>Location:</b>	Virtual / Online

## About Spectrum Gaming

Spectrum Gaming is an amazing (and rapidly growing) children's charity operating online for autistic young people across the UK. We have a vibrant online community of young people and also offer meet-ups in the Greater Manchester area where young people from across the country can come together in person.

We aim to create a world where every autistic child knows that who they are is ok and they can be themselves, whilst still developing meaningful relationships and achieving their personal goals.

We want all autistic young people to have the strength and confidence to find their place in the world that works for them. In many cases this means influencing wider strategic changes to create an environment that is more understanding and equitable.





# Our Services

The work Spectrum Gaming undertakes fits into 4 main areas:

Online Services - Offering private & safe online spaces (including Minecraft & Discord) for autistic young people to meet like minded peers, supported by a team of vetted and trained adults

Face-to-face Services - An opportunity for young people to have real-life interactions with those they've met online, and to undertake amazing activities together

Advocacy - Being the voice of our young people, and working to make wider and strategic changes to the world around us, making it more understanding of and accessible to autistic people.

Training - Offering education and training about autism to those around the world who seek to know more and increase their understanding.

# Our Values

## Child-centred

We work with our young people in equal partnership, to achieve what's important for them.

## Reflective

We always try our best, encouraging challenge and change in order to learn and improve.

## Attentive

We prioritise the needs of our community to ensure that changes do not compromise their experience.

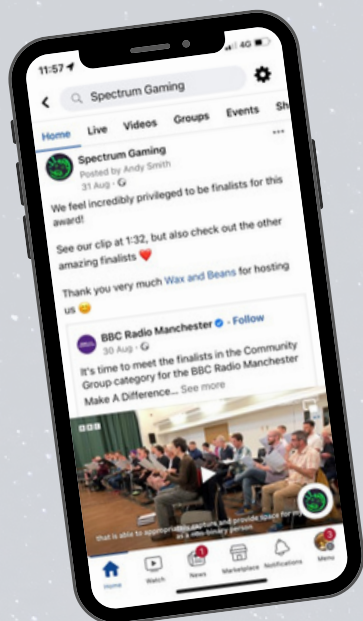




# The Post

## Digital Content Creator

Spectrum Gaming has a great track record of producing amazing content, reports and documents that have been shared all over the country and with a huge audience. Our guidance is read by autistic young people, parents, professionals and policy makers, and we're proud that it's the best it can be.



We have some great stories to tell, and some amazing research and voices to share, and this new role will help Spectrum Gaming be heard. We're after someone who's passionate and creative, and can turn our vision into reality, and help us share our information far and wide.

We'd love someone who is capable with a range of different mediums, such as video & photography, graphic design, social media and copywriting. We'd also love someone who's keen to support our wider team and over their services and skills to make sure all internal and external communication is the best!

We are currently working on several projects in partnership with the local authority based on improving policy for supporting autistic young people, and will be sharing our findings with a national audience.

We also want to help our young people find their voice, and ensure it's heard too. Our young people want to host podcasts, and create video content on behalf of Spectrum Gaming and hope this role can encourage and facilitate that too.



**If you think this sounds like you, keep reading!**



# Key Tasks

## **Leading and developing our marketing and brand awareness strategies.**

- Engage with key stakeholders across the organisation to gain a comprehensive view of our services across the year and build this into a marketing plan with clearly defined targets, timescales and budgets.
- Use processes to project manage marketing and communications campaigns to drive engagement (reach and impact), and improve stakeholder experience.
- Ensure that marketing messages are consistent across different media and channels.
- To assist the General Manager in ensuring ongoing compliance to the GDPR and Data Protection Act, and that data management processes are followed.

## **Digital content creation & distribution**

- Creating regular & compelling Social Media Content and Digital Advertising.
- Creating a regular e-newsletter
- Creating physical marketing material (i.e. banners, posters, flyers & brochures)
- Creating promotional videos & uploading them to appropriate platforms.
- Basic website maintenance (updating images, content and blog posts).
- Manage our digital media and ensure the team has access to high-quality images, graphics and documents for use.
- Supporting the design of internal resources and final preparation of documents for publish/print.

## **Evaluation and monitoring of our services.**

- Conduct surveys and collect data, using methods such as interviews, questionnaires, and focus groups.
- Prepare and present summaries and analyses of survey data, including tables, graphs, and fact sheets.
- Generate graphic displays of our feedback, data and collected images.
- Evaluate our work and output and present feedback to the respective department heads.

## **Training and Mentoring the wider team.**

- Improve colleague understanding and abilities across digital platforms.
- Promote best practices in using digital strategies to increase effectiveness.
- Ensure that a high level of quality is maintained by other digital users.
- Induct other members of the team into using digital platforms.



# Skills Specification

## Demonstrable Experience

- Experience in a Digital/Development/Marketing role.
- Experience in building and managing a brand presence in a digital space
- Experience delivering effective digital and physical marketing campaigns.
- Experience creating/producing high-quality documents, graphics, photos and videos for publication.
- Experience in publishing, copywriting and editing.
- Experience in using and administering a range of digital platforms and systems.
- Experience collecting, reviewing and presenting beneficiary feedback and comments.
- Experience working in the third/voluntary sector.

## Skills / Abilities / Commitment

- Excellent knowledge of IT systems including Microsoft Office Suite, Social Network Media tools, Design Software.
- Effective organisational, interpersonal and communication skills.
- The ability to develop productive working relationships with colleagues, partners and beneficiaries.
- The ability to work on own initiative and to use initiative to problem solve and make decisions.
- The ability to produce, implement and review high-quality Digital Marketing Plans and to deliver to a high standard within budget.
- The ability to use Cameras/Video Cameras and editing software to create high-quality photos/videos.
- Commitment to and the flexibility to work hours as determined by the business. This may include working evenings, weekends, night work and occasionally work away from home.
- Committed to ongoing personal development and the development of the team and a willingness to undertake appropriate training

## All Spectrum Gaming staff members are expected to demonstrate:

- Full commitment to empowering and supporting autistic young people and amplifying their voices.
- Open commitment to the principles of equal opportunities, diversity and respect.
- Ability to plan and prioritise work and fulfil administrative duties.
- Ability to identify and implement innovative solutions to problems.



# Safeguarding

Spectrum Gaming is committed to the effective Safeguarding of its Young People. This post will be recruited in accordance with the NSPCC's guidance on safer recruitment. This includes a thorough interview, scrutiny of former employment, a requirement for references and an Enhanced DBS check.

## Employment Benefits

- Training and CPD opportunities.
- Flexible Working Pattern
- Home Working Solutions

## How to apply

To apply you can either submit a full CV detailing your employment and educational history with a covering letter outlining your relevant experience for the role OR complete the application form. These should be sent via email to [admin@spectrumgaming.net](mailto:admin@spectrumgaming.net)

**Closing date for applications: Friday 30th September 2022 at 9pm**

Please note we reserve the right to close the application process at any point and therefore encourage early applications.

