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<b>Job Title</b>	Multimedia Content Officer
<b>Department</b>	Marketing & Communications
<b>Reports to</b>	Head of Marketing & Communications

**Primary Objectives**

- Play a key role in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, by supporting the developing, planning and delivering exceptional content for the charity across all platforms and initiatives, including the National Marine Aquarium.
- Support the Head of Marketing and Communications to drive the strategic objectives of the OCT with the focus of developing the charitable cause through all programmes and branding.
- Adhere to the Core Values of the OCT which are: Positivity, Respect, Integrity, Diversity and Engagement

**Duties**

- Create and design multimedia content for our charity, initiatives, and programmes. Telling our story to connect with new audiences and grow our reach by providing a selection of multimedia assets.
- Design and planning various multimedia assets for the marketing and communication of our charity and our programmes.
- Work across all of our charity's core brand and key initiatives including the National Marine Aquarium and conservation programmes.
- Work with our internal departments to ensure their information is communicated ensuring the OCT's Ocean optimistic voice shines through.
- Support the organisation in being more creative and innovative when communicating with our audiences.
- Improve the production, collection, storage and implementation of our core multimedia assets – including photos, stories, infographics, videos, design assets, animations, etc.
- Plan, schedule and create effective and interesting social media content including but not limited to, social stories, blog content, polls and live videos.
- Help write, review, and implement the charity's social media strategy.
- Create the multimedia content and engagement to support strategic programmes, including the National Marine Aquarium, Habitat Restoration and Behaviour Change.
- Create dynamic digital content for inbound outbound marketing campaigns, including but not limited to social media, case studies and blogs, email marketing, advertising and print media.
- Manage a social media calendar, content scheduling and automation.
- Engage with internal teams creating a portfolio of interviews and case studies of their work.
- Work with the Head of Marketing and Communications to develop marketing communications strategy for assigned account(s) and implement these plans.
- Track agreed metrics and produce insightful and actionable reports for the wider marketing team.
- Ensure brand consistency in marketing and social media campaigns.
- Understand available data sources/data structure and report on campaign efficacy where required.
- Research digital marketing trends and tactics to keep our campaigns fresh and evolving.
- Design marketing materials such as brochures, internal signage and leaflets to tell the story of our charity.

- At all times behave in a safe and responsible manner in accordance with company Health & Safety policy and the requirements of Health & Safety legislation relating to your responsibilities and to promote and act in the employer's best interest.
- Undertake training as deemed appropriate to your role.
- Adopt a flexible approach to working hours to ensure the viability of NMA operations (this includes the shift-working pattern, public bank holidays and weekends).
- Participate in extraordinary duties as required.
- Carry out other activities as appropriate on the instruction of the CEO and Senior Management.