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**Job Title:** Multimedia Content Officer

**Department:** Marketing and Communications

**Reports to:** Marketing and Communications Manager

**Primary Objectives**

- Support the Marketing and Communications Manager to drive the strategic objectives of the OCT – developing the charitable cause by championing conservation messaging to a national audience.
- Focusing on storytelling and engagement across social media, developing, planning and delivering exceptional marketing and communications across our 3 pillars for the behaviour change, habitat restoration and the role of the NMA within the Trust.
- Creation of marketing materials and content creation, through capturing excellent photography and videography, for use in all other marketing and communications channels
- Supporting income generation & fundraising through marketing across our charity's programmes
- Collaborating with the rest of the Marcoms team for the development and delivery of all campaigns.
- Adhere to the core values of the OCT – Positivity, Respect, Integrity, Diversity and Engagement.

**Key Responsibilities & Accountabilities****Creatives & Content**

- Plan, design and deliver various multimedia assets, including the capturing of industry-leading media (DSLR & phone photography, videography & animation) for the marketing and communication of our charity and our programmes.
- Collaborate with internal & external teams, creating a variety of interviews and case studies of their work, ensuring accuracy of information being communicated.
- Manage the production, editing, and clear file storage of our core multimedia assets – including photos, infographics, videos, design assets and animations.
- Design marketing materials such as brochures, signage, banners and online collateral to tell the story of our charity
- Support the organisation in being creative and innovative when communicating with our audiences, whilst maintaining our brand consistency across all content delivered.

**Conservation Communications & Campaigns**

- Work with the Marcoms team to tell our story, using OCT's Ocean Optimist tone of voice, to connect with many audiences and grow our reach, engagement and behaviour change regarding Ocean conservation.
- Work collaboratively across all departments to champion conservation, engagement and habitat restoration programmes across the UK.
- Work with the Marketing & Communications Manager to develop marketing communications strategy, across our programmes and implement these plans with regards to socials.

**Social Media**

- Plan, schedule and create effective and interesting organic social media content, including but not limited to - posts, reels, social stories, blog content, polls and live videos - delivering social media content across our strategic programmes of Ocean Experiences (incl. NMA), Ocean Habitat Restoration and Ocean Advocacy.

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- Manage a social media calendar, working collaboratively with the Marcoms team to create an inspiring and engaging social media calendar that shares our campaigns and promotes calls to action.
  - Draft the writing of, review, and implement the charity's social media strategy, including analysis of competitor activity and industry learnings.
  - Create dynamic digital content for marketing campaigns, including but not limited to social media, case studies and blogs, email marketing, advertising and print media.
  - **Align organic digital content with paid social media content for campaigns where relevant.**
  - Monitor, evaluate and produce insightful and actionable reports on the marketing and sales performance progress and success of social media campaigns to inform and continuously improve campaigns and activities every month and ad hoc when needed.
  - Research digital marketing trends and tactics to keep our campaigns fresh and evolving.

**Fundraising**

- Work collaboratively, develop and deliver the marketing and communications content for fundraising campaigns, to deliver online appeals and grow the supporter database, generating income from both existing and new donors.

**General**

- Adopt a flexible approach to working hours to ensure the viability of the charity (this includes public bank holidays and weekends)
- 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.
- Participate in extraordinary duties as required.
- Carry out other activities as appropriate on the instruction of your Line Manager, the Senior Management Team and CEO.