

CREATIVE ENGAGEMENT OFFICER

JOB DESCRIPTION	
<p>AVENUE:</p> <p>Avenue is a charity, based in the North East of Scotland, that provides a range of services to families, children and individuals. We help families and individuals to overcome obstacles to wellbeing and find ways forward through the challenges that life can bring.</p>	
<p>AIMS:</p>	<p>The Creative Engagement Officer will bring amazing creativity to communicate Avenue’s messages in a way that will inspire others to take action.</p> <p>This role will play a pivotal role in ensuring that Avenue is known as a sector leader for delivering high-quality and highly engaging information and resources that can be used to support people to improve their relationships, parenting skills and mental health and wellbeing. These resources will range from group-based learning resources to self-help guides, as well as impactful content that highlights the importance of improving relationships, and protecting the rights of children and young people.</p> <p>The Creative Engagement Officer will be responsible for ensuring our digital output across a wide range of visual and audio media is fresh, impactful, supportive and, that all content is quality assured and recognised as promoting safety. The Creative Engagement Officer will also play a key role in raising awareness of our services through public and stakeholder engagement, in addition to strengthening our social media presence.</p>
<p>MAIN DUTIES:</p>	<ul style="list-style-type: none"> • To create a wide range of stand-alone digital products, and group-work based resources to help people improve their relationships, parenting skills and mental health and wellbeing. • To produce very high-quality content with a range of media, including creating videos with a mixture of licensed and royalty free video, animation, illustration, audio, and photography assets. • To research the latest thinking in relation to self-resilience, improved parenting, positive relationships and mental wellbeing.

	<ul style="list-style-type: none"> • To work closely with internal colleagues and external experts to ensure that information and advice resources are accurate, safe, and promote wellbeing. To convert this learning into a range of high-quality and engaging content. • To work collaboratively with people with lived experience of trauma, and others who use our services to coproduce, evaluate and test resources. • To work with practitioners and other colleagues to create engaging and informative training courses, including peer-led self-learning and realisation initiatives, in a range of formats, including professional PowerPoint based presentations. • To maximise digital engagement across all of Avenue’s media channels by managing website and social media output. • To gather and analyse statistical data from internal systems to produce high-quality information about Avenue’s reach and impact, ensuring this data is kept up to date at all times. • To promote the work of Avenue at a range of external events, including delivering presentations on our work to professional and community groups, and to stakeholders at all levels.
<p>GENERAL DUTIES:</p>	<ul style="list-style-type: none"> • To positively engage with all required training in relation to protecting and safeguarding children and young people, and to ensure that child safety is a constant priority. • To work closely and positively with all colleagues, and to look for opportunities to support their work. • To ensure that skills are kept current and to keep up to date with new and emerging technologies that will assist and improve our work. • To maintain a working knowledge of all Avenue’s policies and procedures, and to ensure they are fully complied with at all times. • To undertake any required tasks as part of being a team member, for example, keeping the office and communal areas clean and tidy, answering phone calls, providing a warm welcome to visitors etc. • To make a positive contribution to the culture of mutual respect between colleagues and help to maintain a welcoming environment for all.

	<ul style="list-style-type: none"> • To undertake any other duties as reasonably expected by your manager. • Occasional evening and weekend work will be required as part of this role, as is travel throughout Grampian, and occasionally further afield.
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PERSON SPECIFICATION	
REQUIRED KNOWLEDGE, EXPERIENCE AND SKILLS	ESSENTIAL / DESIRABLE
<ul style="list-style-type: none"> • Degree level qualifications in media, communications, ITC or similar, or extensive work experience. 	E
<ul style="list-style-type: none"> • Extensive experience of creating digital content, utilizing a wide range of software and digital applications. 	E
<ul style="list-style-type: none"> • Strong writing, editing, proofreading, layout and design, including ability to present concepts verbally and adapt style for different audiences and channels. 	E
<ul style="list-style-type: none"> • Highly creative, with an imaginative approach to creating content. 	E
<ul style="list-style-type: none"> • Advanced technical knowledge and experience of Website design and creation, including maintaining workflows, and responding to any technical problems. 	E
<ul style="list-style-type: none"> • Ability to make use of emerging technologies such as AI, coupled with strong fact-checking skills. 	E
<ul style="list-style-type: none"> • Strong knowledge and understanding of current trends in digital media/social media. 	E
<ul style="list-style-type: none"> • Extensive experience of managing digital output through a range of social media platforms, and ability to analyse reach and impact. 	E
<ul style="list-style-type: none"> • Experience of accessing CRM and other databases to produce high quality statistical information for use by a range of audiences. 	E

<ul style="list-style-type: none"> • Ability to engage sensitively and compassionately with people who have lived experience of trauma, in order to support them to engage with coproduction of materials and resources. 	E
<ul style="list-style-type: none"> • Experience of engaging with a range of audiences to promote an Organisation or initiative. Confidence in presenting and public speaking is essential. 	E
<ul style="list-style-type: none"> • A passion for using creativity as an effective conduit for social change. 	E
<ul style="list-style-type: none"> • Exceptional attention to detail. 	E
<ul style="list-style-type: none"> • Excellent organisational and planning skills. 	E
<ul style="list-style-type: none"> • Self-motivated with a positive and professional approach. 	E
<ul style="list-style-type: none"> • Exceptional interpersonal skills, treating others with respect and dignity at all times. 	E
<ul style="list-style-type: none"> • Experience of creating community education / health and wellbeing resources. 	D
<ul style="list-style-type: none"> • Research skills. 	D
<ul style="list-style-type: none"> • Experience of media work, including radio, print and television. 	D
<ul style="list-style-type: none"> • Knowledge of intellectual property rights and obligations. 	D
<ul style="list-style-type: none"> • Experience of Charitylog CRM. 	D