

Job Description

Post title	Multi-media Content Designer
Grade	N6
Directorate	Operations
Team	Marketing and Communications
Reporting to	Marketing and Communication Manager
Responsible for	

Job Purpose

To provide high-quality design and engaging content for the North East Combined Authority, working with colleagues to produce digital and printable outputs, marketing and engagement material, short, edited films and animations for social media and presentations.

Duties and responsibilities

Listed below are the responsibilities this role will be primarily responsible for:

- Provide a high-quality design and engaging content for the whole North East CA, delivering timely support for a range of projects, campaigns, events and related activities aligned with our Communications Strategy.
- Work with colleagues against deadlines to support the creation of short films for social media, filming where required, editing, sub-titling and adding graphics to content prior to uploading.
- Support the development of our websites to enable the North East CA to connect with new and existing audiences, providing two-way communication opportunities.
- Ensure content fits within our identity framework and meets accessibility standards, while understanding distinct audience needs and gathering feedback to continually improve.
- Monitor and evaluate the performance of design outputs, using analytics and user feedback to inform continuous improvement.

- Provide creative and design recommendations and technical advice during concept development and project initiation meetings with colleagues and partners.
- Ensure on-time delivery for projects by setting out and adhering to timelines for briefing, feedback, approval and submission.
- Work with creative agencies, stakeholders and partners where projects require to ensure the visual identity of the North East CA is maintained at a high, consistent standard.
- Supervise photography and video requirements, print requests and merchandise production, liaising with suppliers to enable on-time, on-budget project delivery.
- Advise on event and exhibition related design, equipment and requirements as needed, including obtaining and negotiating quotes from suppliers. Support colleagues in staging events.
- Use office financial systems to procure and commission photographers and design support in compliance with internal processes, achieving quality and value for money.
- Assist with general administration including tracking and accounting for expenditure in key activity areas.
- Ensure the North East CA image library is refreshed and searchable, including ensuring all photography and videos have the necessary permissions and credits.
- Maintain awareness of current and evolving trends, techniques and processes in design and film production.

Organisational responsibilities

- **Communication**

We communicate effectively with our peers, partners and local authorities and work collaboratively to provide the best possible outcomes. Communication between teams, services and partner organisations is imperative in providing the best possible service to the region.

- **Confidentiality**

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All members of staff must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and in using organisation information assets.

- **Health, Safety and Wellbeing**

We take responsibility for health, safety and wellbeing in accordance with the North East CA Health and Safety policy and procedures.

- **Performance Management**

We promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. You will contribute to the organisation's appraisal processes to ensure continuous learning and improvement and to increase organisational performance.

All members of staff will receive appraisals and it is the responsibility of each member of staff to follow guidance on the appraisal process.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by their manager.

Values and Behaviours

Our values and behaviours are the things that are important to us, individually and as a team. They articulate the way we want to conduct ourselves. Combined, they work together to make us who we are and we use them to anchor all that we do. The North East CA values are:

- Strive for brilliance
- One team
- Drive sustainability
- Make it happen
- Be inclusive

Equalities and Diversity

We are committed to creating a fairer North East where everyone can thrive with aspirational jobs, new skills, and better homes. All employees are responsible for taking proactive steps to eliminate discrimination, advance equal opportunities and foster good relationships in every aspect of their work.

Special requirements of post

- **DBS**

This post is not subject to a disclosure.

- **Politically restricted**

The North East CA has designated that this post is not politically restricted in accordance with the requirement of section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State.

Person Specification:

The following criteria will be used to shortlist at the application stage and will be further explored at the interview stage.

	Essential	Desirable
Qualifications	A relevant qualification in a design environment at level 5 or above, or comparable experience demonstrated by a recent portfolio.	Evidence of continuous professional development to keep skills up to date.
Experience	- Practical experience of two years or more working in a design and/or film editing role. - Expert knowledge of brand guidelines, their purpose and application with experience of using these in practice. - Experience in creating content targeted to diverse audiences and communities. - Experience of working directly with internal clients or with client service teams within an agency - A track record of working effectively within a team to deliver results. - Demonstrable experience of working in agile teams, adapting designs in response to feedback and performance metrics.	- Experience in supervising external suppliers or partners to fulfil a contract. - Experience in planning and delivering events, ensuring positive audience engagement.
Skills and Knowledge	- Expert knowledge of design, web, presentation and production packages such as Adobe Creative Suite, Canva, Capcuts, WordPress, Drupal, including animation skills. - The ability to manage social media accounts, create film and visual content specific to different channels and measure engagement.	- Proficiency in using wider communications tools, such as email marketing software. - Proficiency in making films for a variety of clients and audiences.

	• Strong time management skill, including the ability to manage multiple priorities and deadlines effectively, taking creative projects from development to delivery. • The ability to negotiate with colleagues and suppliers over costs and timings. • Knowledge of best practice in accessibility and inclusivity in design and how you ensure these in your work.	
Personal Qualities	• Adaptability and willingness to embrace change. • Proactive and results-orientated approach. • Committed to the principles of inclusion, diversity and equality.	
Additional Requirements		