



Creative Content Producer

Department:	States Greffe
Section:	Digital and Public Engagement
Reports to:	Head of Digital and Public Engagement
JE Ref:	SG1011
Grade:	9
JE Date:	21/9/2021

Job purpose

To produce creative design, animation, photography and video content that engages and informs Islanders about the work of the States Assembly – Jersey’s elected parliament – and encourages voter turnout under Jersey’s official election campaign brand: Vote.je.

Taking an insight-led approach, the post-holder should be able to demonstrate how their work contributes to achieving the outcomes and objectives set out in the Digital and Public Engagement Strategy.

Job specific outcomes

1. Develop innovative, creative, appropriate design, photography, video and animation solutions for dissemination across a wide range of on and offline channels.
2. Use and seek out customer insight to inform decisions, making sure creative content is targeted and relevant to the audience(s) it is targeting and is built from client perspectives.
3. Build and maintain good working relationships with suppliers, partners and stakeholders to deliver projects on time and within budget.
4. Keep up to date with emerging photography, video, animation and graphic design trends, as well as new production techniques and technologies and recommend when the States Greffe should trial new and innovative ways of engaging the public through creative content production.
5. Ensure that all creative output follows and builds on the style guidelines of the States Assembly, Vote.je and Jersey Election Authority to demonstrate credible, consistent and trusted voices.
6. Promote the brand guidelines for States Assembly, Vote.je and Jersey Election Authority internally and externally with colleagues, partners and stakeholders, to ensure they understand and apply the brand appropriately to maintain a professional standard.
7. To provide robust and deliverable design and creative advice and challenge to States Members and States Greffe colleagues, when required.
8. To consider accessibility and inclusivity in all content creation, seeking expert advice from with partners, when required.



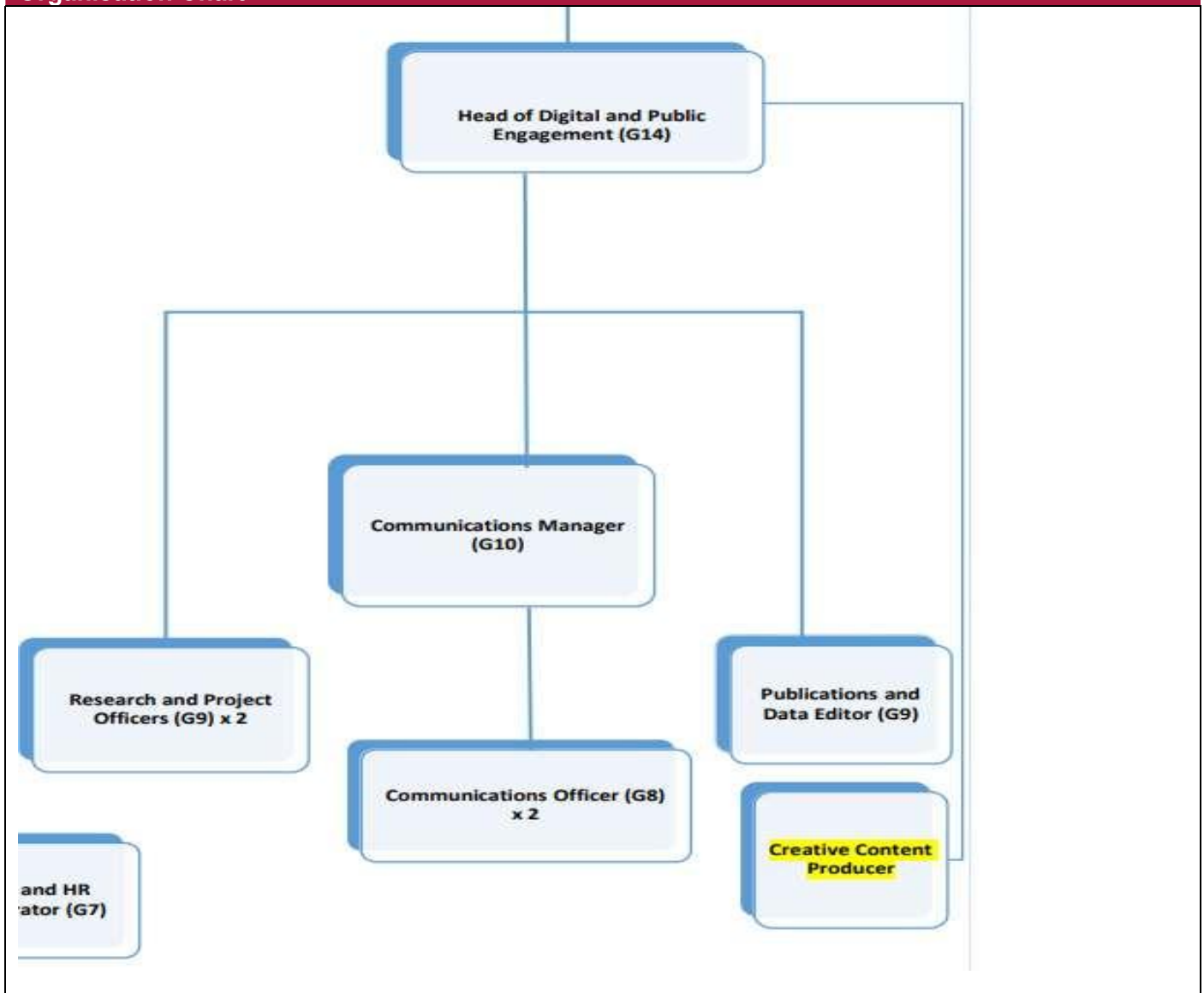
9. Monitor and evaluate the effectiveness and public feedback on different content styles and formats in achieving the project or campaign objectives, adapting when required.
10. To play a key role in the Digital and Public Engagement Team, generating ideas and supporting colleagues to meet current campaign requirements.

Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publically supporting someone who is standing for election or playing a public part in any political manner.

Organisation Chart





Person Specification

Specific to the role		
	Essential	Desirable
Qualifications	Degree or equivalent experience in creative content production, including graphic design, animation, photography and video editing.	
Knowledge	Interest in and knowledge of Jersey's political system and culture Knowledge of budget management processes Good level of commercial awareness	Familiarity with Jersey's machinery of government and constitutional arrangements
Technical / Work-based Skills	Graphic design, animation, photography and video editing skills Clear, concise and accurate oral presentation and written communications skills Ability to influence and challenge effectively at senior levels	A working command of both spoken and written French as the States Assembly is a bi-lingual parliament
General Skills/Attributes	Politically astute Organised and able to deal with multiple competing priorities and a high workload Self-motivated, with the ability to work independently and flexibly, with minimal supervision, acting on their own initiative Ability to work collaboratively and effectively as a team member with shared goals and objectives Personal resilience to deal with challenging situations	
Experience	A minimum of two years' experience in a creative production role, delivering content for multi-channel campaigns Expert knowledge of Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Acrobat A working knowledge of design and print production processes, including sustainability. Experience building and maintaining strong relationships with partners, agencies and suppliers Experience of working to tight deadlines and budgets	

Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 5 core accountabilities attributes and behaviour indicators.