

# Content Creator – The Open University in Ireland

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## About the Role

This role holder will help raise brand awareness by connecting with targeted audiences through the production of creative, interesting, and eye-catching content. Working as part of our marketing and communications (Marcomms) team, you will work from creative briefs to deliver high quality, engaging content for our offline and online campaigns, websites, OpenLearn platform and social media profiles.

## Key Responsibilities

- Create and edit content including videos, images, animated graphics, infographics, and podcasts
- Help raise awareness of our brand to multiple audiences by creating content for events, Q&As, podcasts and video interviews and student case studies
- Work with the team to create and manage content for our website, e-mail, social media platforms and internal comms channels
- Support development of free online learning resources on the OpenLearn platform
- Work with the Marcomms team to generate creative ideas for new content
- Liaise with appropriate stakeholders, both internally and externally to gather relevant information to develop new resources
- Work with our Partnership, Skills and Development team, Widening Access team, Public Affairs team, Faculties and other Marcomms colleagues to create content to meet OU in Ireland objectives
- Any other reasonable activities that help support the wider marketing and communications creative work

## **Person Specification**

(E = Essential/ D = Desirable)

### **Education, qualifications and training**

E: A degree or equivalent experience within a marketing, communications or business-related discipline.

### **Knowledge, work and other relevant experience**

E: Ability to use Adobe Photoshop / Illustrator (or equivalent software) to produce graphics for web and social

E: Ability to film/record, produce and edit video / audio using Adobe Premier Pro / Audition (or equivalent e.g. Canva)

E: Experience creating publications and branded documents using Adobe InDesign (or equivalent) and Microsoft Office

E: Ability to appropriately tailor content to specific audiences and platforms such as website (including SEO), social media and publications

E: Excellent copywriting skills – a proven ability to write clear, engaging copy for different audiences and platforms.

E: Experienced in social media including, but not limited to, Twitter, Facebook, Instagram, LinkedIn and YouTube with an understanding and interest in the current landscape and new platform developments/features

E: Have an understanding of working to brand guidelines and tone of voice

E: Ability to co-ordinate data, attention to detail, awareness of GDPR and security.

### **Personal abilities and qualities**

E: Attention to detail and ability to work under pressure to tight deadlines

E: Excellent written and verbal communication skills

E: Able to work unsupervised and using own initiative and judgement

E: Able to work on multiple projects and with multiple project teams and stakeholders

E: A creative thinker, willing to proactively contribute new ideas

E: Willing to work as an active and supportive member of a busy team

E: Positive outlook with a can-do attitude, including an openness to develop new skills and work with new software/platforms

E: Relationship management skills to work across teams and a range of stakeholder

### **Additional Requirements**

The role holder may be required to undertake any other duties reasonably required as within the nature of the duties and responsibilities of the role, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

All staff are expected:

- To comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties
- To take reasonable care of the Health and Safety of themselves and that of any other person who may be affected by their acts or omissions at work
- To co-operate with the Open University in ensuring as far as is necessary, that Statutory Requirements, Codes of Practice, University Policies and Departmental Health and Safety arrangements are complied with
- To demonstrate a strong commitment to the principles and practice of equality and diversity

### **Role specific requirements e.g. Shift working**

A willingness to work some evenings or weekends when required for events