

Digital Content Producer

As a Digital Content Producer, you will be responsible for creating, curating, and managing high-quality content across Thomson's social media platforms, websites and e-learning platforms including messaging apps. You will utilise AI tools and technologies to enhance content creation and engagement adopting an ethical approach to the use of the technology.

The Digital Content Producer works across all Thomson Foundation and Thomson Media programmes and training consultancies.

This is a permanent full-time position and reports to the Director of Training and Communications.

Key Responsibilities:

Content Creation and Production

- Develop high-quality digital content, including videos, graphics, infographics, and animations for social media, websites, and eLearning courses.
- Plan and execute multimedia projects from concept through post-production, ensuring consistency with brand guidelines.
- Leverage AI-powered tools to streamline production processes, such as automated editing, transcription, and visual design elements.

Social Media and Website Content Strategy

- Create, edit, and optimise multimedia content tailored for social media channels (e.g., Instagram, LinkedIn, YouTube) and websites to maximize engagement.
- In cooperation with the Communications Manager use AI and analytics tools to understand audience behaviour and tailor content to improve reach, impressions, and user interaction.
- Collaborate on content strategies that align with key marketing campaigns and maintain an active digital presence.

eLearning Content Development

- Design and produce video modules, interactive media, and visual resources for self-paced online courses and training materials.
- Utilise AI-based personalisation tools to enhance eLearning experiences and adapt content to various learning styles and levels.
- Ensure all eLearning content meets accessibility and usability standards.

AI Integration and Innovation

- Experiment with and incorporate new AI tools to enhance digital content production, including generative AI for graphics, text-to-video, and predictive analytics for content effectiveness.
- Stay updated on the latest innovations in AI-driven content creation, identifying new opportunities to improve workflows and content quality.
- Use AI to automate and optimise content distribution, personalise user experiences, and analyse content performance across digital platforms.
- Approach the use of AI in an ethical way.

Project Management and Collaboration

- Work closely with the Communications Manager on digital content for all TF/TM platforms.
- Work closely with cross-functional teams, including communications and learning to align content with Thomson's goals.

Digital Content Producer

- Manage multiple projects simultaneously; meeting deadlines and ensuring deliverables meet quality standards.
- Participate in creative brainstorming sessions, bringing fresh ideas and a collaborative spirit to the team.
- Enable Thomson's team to use AI products and general platforms such as Canva ensuring brand values and quality levels are maintained

Essential experience:

- 3+ years of experience in digital content production, video editing, and graphic design for social media, websites, and eLearning platforms.
- Experience of devising, shooting and editing video, photos and working with images for a range of online channels including websites and social media platforms
- Experience with AI tools and platforms for content creation, such as generative design tools, predictive analytics, and automation software.
- Strong understanding of social media algorithms, web content best practices, and digital marketing strategies.

Desirable experience

- Understanding of the global media landscape
- Experience working in media and/or development and/or charity sectors

Essential skills

- The ability to create clear messaging through exciting and arresting visuals
- Highly proficient in digital content creation for websites, newsletters, blogs, podcasts and social networking platforms, including but not limited to Facebook, Instagram, Twitter and Snapchat
- Proficient in filming and photography
- Proficient in Adobe Creative Cloud with specific emphasis on video
- Excellent graphic design skills, using primarily the Adobe Creative Cloud such as InDesign, Photoshop or other design interface
- Ability to learn and utilise content management systems quickly
- Exceptional attention to detail, and are happy working both independently and in collaboration with others across the team
- Advanced computer skills, particularly the Microsoft Suite.

Desirable skills

- Experience with eLearning authoring tools (Adobe Captivate) and LMS platforms.
- Knowledge of HTML/CSS for web-based content customization.
- Familiarity with accessibility standards (WCAG) and experience creating inclusive content.

- Languages, we are a global organisation and proficiency in a second and third language in addition to English is desirable.

Salary: Up to £32k based on experience

Digital Content Producer

Other benefits:

- Hybrid working
- This position is offered as a hybrid role with two working days based in our London office and three days which can be worked from home.
- 25 days annual leave

How to apply

Please apply by submitting your CV and a cover letter into one document in either Word Document or PDF format to Jobs@Thomsonfoundation.org

Deadline for applications: November 17th 2024

NOTE Interviews will be conducted in the week starting 25th November 2024