

POSITION DESCRIPTION: Content producer

Position Purpose	The Content Producer will work with the engagement team to distil CPRC’s research into engaging content that builds brand awareness and supports advocacy goals. This role will: • Create compelling visual content to support CPRC’s research and advocacy goals, including PDF research reports, website graphics and social media tiles. • Build and maintain CPRC’s bank of images and video content to tell a compelling story about our work. • Work with the Engagement and Research teams to plan content needs. • Schedule and manage content updates across CPRC channels. • Use analytics to constantly improve CPRC’s content and help the wider team improve work overall. CPRC is committed to human creativity and original work. This role will need to operate within CPRC’s AI policy which does not allow the use of AI to create new work, including image generation, video generation and text in research or public communications. We recognise that AI tools are in much of the software we use and AI assistance may be part of editing or optimising work.
Reports to	Director - Engagement & Development

What You Do:

Accountability	Weight (of 100%)	Activity	What does success look like?
Content production including graphic design	40%	• Work with the Engagement and Research teams to identify visual materials needed for upcoming research, policy or events. • Produce visual materials including PDF reports, website graphics, pitches and social media tiles. • Create and maintain templates for team members to produce simple but on-brand documents.	• CPRC’s report launches are supported with compelling visual materials that highlight key findings. • Work is prioritised with your manager and team members informed about timelines for content production work.
Video and photography	30%	• Build and maintain CPRC’s bank of images and videos that translate research findings and demonstrate impact. • Shoot and edit short form video content for CPRC’s social media channels and website.	• CPRC’s work is supported with new photos and video that demonstrates impact and translates research findings.

		Join CPRC staff members at relevant events to capture images and videos of spokespeople in action.	It is easy for team members to find and use original photos and videos.
Content management and analytics	20%	- Content management – publish and schedule content on CPRC’s digital channels (website, social channels, email marketing). - Content moderation – work with the engagement team to undertake community management across CPRC’s digital channels. - Proactively monitor digital trends, platform changes, shifts in content formats and changes in the social media landscape to influence CPRC’s activities. - Use analytics and audience insights to continuously improve performance. - Proactively maintain the Engagement Calendar for smooth operations.	- CPRC’s digital channels engage our key audiences. - The Engagement Calendar helps all team members plan their work. - Team members have clear advice on what content is resonating and what changes CPRC could make. - Analytics inform CPRC’s tactics and strategy.
Other tasks as required	10%	As a small organisation, we often require your advice or help on other activities to help us reach our goals. This could include: - contributing to discussions about CPRC’s strategy and priorities - assisting with reporting to funders, and - general administration.	

PERSON SPECIFICATION:

Essential	Desirable
Content production skills: - Strong graphic and visual design skills - Competency in photography and video production and editing - Competency in Adobe Suite products including Photoshop and InDesign to produce a wide variety of communications products - Proficiency in producing and co-ordinating high-performing organic and paid digital content Exceptional storytelling skills: the ability to translate policy and advocacy issues into clear, compelling, and shareable digital content Ability to use analytics to improve content work: Skills in providing timely and effective testing, analysis, reporting and response to data trends of organic and paid content. Strong written and verbal communication skills. Collaborator. Ability to work collaboratively with others, receiving and providing clear feedback to achieve goals.	- Experience working for a not-for-profit or progressive organisation - Experience moderating social media content - Track record in engaging, growing and mobilising communities online - Qualifications or equivalent experience in communications, marketing, graphic design or related fields.

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| <ul style="list-style-type: none">• Proactive style. You'll be comfortable working in a small team and interested in contributing to a positive team culture of experimentation, innovation and evaluation. You have a track record of spotting opportunities for improvement and working with others to make these improvements.• Interest in CPRC's mission. You want to work at a not-for-profit that develops ideas to make markets fairer for consumers. | |
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