



Call for applications: Contractor role

Content Producer

Headline:

Support TERN's communications with key audiences as our go-to **content producer for multimedia assets**; from copywriting for live events to social media graphics and newsletter design.

Table of contents

[Key external links:](#)

[Summary – goals and parameters:](#)

[Requirements:](#)

[Detailed duties:](#)

[Success metrics for this role:](#)

Key external links:

- Our [Employer Profile on Escape the City](#)
- Our [website](#)
- Our [Instagram profile](#)

[Apply here](#) by 6pm, Friday 4th October 2024

As an increasingly community-led organisation, TERN particularly welcomes applications from candidates with lived experience of forced migration.

Summary – goals and parameters:

About TERN:	TERN is an ambitious social enterprise and ever-growing community with a mission to enable refugees to thrive through the power of their own ideas. We help refugees become entrepreneurs, launch businesses and take control of their own futures and have supported over 550 refugee founders since 2016.
The goal:	Support TERN's communications with key audiences as our go-to content producer for multimedia assets; from copywriting for live events to social media graphics and newsletter design.
The role:	<p>TERN is recruiting a multimedia content producer to support our team's content needs - from promoting live events and recruiting for programmes, to keeping our supporters in the loop with the latest news.</p> <p>If you like writing clear copy that gets the message across with energy and excitement, and designing accessible graphics to match, this could be the role for you!</p>
Location:	<p>The role is mainly remote with optional in-person meetings at our London office.</p> <p>TERN's offices are at: Shoreditch Exchange, Senna Building, London E2 8JF.</p>
Project length:	<p>Total duration: 6 months Ideal start date: 4th November 2024 End date: 2nd May 2025</p>
Budget:	<p>£7,200 gross total:</p> <ul style="list-style-type: none"> ● £1,200 fixed fee per month ● £40 per hour based on estimated effort <p>Note:</p> <ul style="list-style-type: none"> ● All figures inclusive of VAT, if any were to be charged.
Anticipated workload:	<p>You will normally work ~7.5 hours / week for TERN during the project period, typically spread across two working days / week.</p> <p>Please note that the workload may fluctuate during low and peak periods between 1-3 days a week. You are required to work a minimum of one hour every week during the project period, to accommodate management check ins / stakeholder meetings.</p> <p>Remaining, flexible hours should be distributed throughout the rest of the week to complete agreed deliverables.</p>
Who you'll work with:	<p>You'll be contractor-managed by TERN's Communications Lead, Mai Brightling. On occasion / a needs basis, you'll collaborate with:</p> <ul style="list-style-type: none"> ● TERN's Community Manager ● TERN's Portfolio Managers

Application process:

- [Complete our application form here](#) by **6pm, Friday 4th October 2024** (includes an upload feature to submit your CV and portfolio if applicable).
- Final-round interview invitations (including the interview assignment) will be shared on a rolling basis.
- Finalist interviews will be held in mid October 2024.

Requirements:

This role would be perfect for someone with the following ...

Mindset characteristics:

- Purpose-driven with a passion for social impact
- Highly receptive and responsive to feedback
- Growth mindset - continuously seeking out new knowledge, skills, and techniques to improve their design and communications practice
- Confident working at the intersection of teamwork / following guidance / self-management.
- Attention to detail when delivering both written and visual communication deliverables
- Audience-centric; ability to think from the audience’s perspective and create content that resonates with them.

Required work experience & skills:

Content Creation

- Ability to convey information effectively through text, visuals, or multimedia.
- Strong time management skills with the ability to complete briefs within the agreed timeframe

Copywriting

- 1-2+ years experience writing on behalf of an organisation via blogs, social media posts, website copy etc
- Strong understanding of tone, and proven experience of writing for different audiences
- A confident proofreader, with the ability to spot spelling or grammatical errors.

Graphic Design

- Proven experience of designing high-quality assets for online platforms and print. E.g. graphics for Instagram, banners for events, printed booklets

Brand Guardianship

- Proven experience of content creation which adheres to brand guidelines
- A strong understanding of brand guardianship

Language skills

- Professional-level written and spoken proficiency in English is essential.

Experience using the following tools:

- Canva
- Mailchimp or similar
- Google Suite or Microsoft Office
- Slack or equivalent

**Desirable*
work
experience
& skills:**

Inclusive & Accessible Communications

- Knowledge of accessibility best practice for digital platforms
- 1-2+ years experience of implementing accessibility considerations into online content creation

Knowledge Sharing

- Experience of creating templates and guidance to support colleagues with creating high-quality content

Video Editing

- Working knowledge of Adobe Premiere Pro
- Working knowledge of Canva for video editing

Knowledge of the sector

- 1-2+ years working in the VCSE (Voluntary, Charity and Social Enterprise) sector
- Understanding of the migration sector, through direct lived experience and/or professional experience

Experience using the following tools:

- Eventbrite
- Notion

Success metrics for this role:

Key success metrics:
(Shared with your wider team)

- 4 content briefs completed per month on average:
 - Average turn-around time from brief to completion is 4 weeks with some flexibility required.
 - Each brief will include multi-media deliverables such as copy and graphics for LinkedIn, Instagram etc. Deliverables must be ready on time and meet our brand guidelines and accessibility requirements.
- In six months, you will have enabled the creation of:
 - A newsletter template to share consistent, high-quality email communications
 - Social media templates to ensure your copy and designs can be used again in future

Potential to continue the role after the pilot

Assuming good performance against the success metrics, and provided relevant funding is acquired by TERN, we may look to continue, and expand, this role year-on-year.