# JOB DESCRIPTION

**Post Title:** Digital Content Producer  
**Department:** Campaigns, Policy and Research Department  
**Responsible to:** Head of Campaigns, Policy and Research  
**Supervisory responsibility:** None  
**Date of Issue:** November 2018

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## Main Purpose of Job:

The role of the digital content producer is to support The Vegan Society’s campaigns by producing attention grabbing, meaningful digital content. The post-holder will need to bring research and policy work to life for a variety of audiences and channels.

## Duties and Responsibilities:

### Design

1. Creating digital content to support our campaign objectives, specifically in support of our Grow Green campaign which makes the case for a shift away from animal agriculture towards plant-based farming.  
2. Drawing out key information from research papers to produce infographics, charts, animation and/or video to tell engaging stories about the benefits of a vegan diet and lifestyle.  
4. Ensuring all content is accurate, engaging and in line with our brand guidelines.  
5. Supporting other design requirements across the organisation, which may include some print design.

### Other Duties

1. Provide absence cover for colleagues  
2. General office duties, including dealing with own correspondence and filing own papers

### General:

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times  
- Contributing to wider organisational development and communications  
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role  
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society  
- Positively and actively promote The Vegan Society and its values  
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society

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This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection
During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society’s data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.
### PERSON SPECIFICATION

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<thead>
<tr>
<th>ATTRIBUTES</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tbody>
<tr>
<td></td>
<td><strong>These are qualities of the ideal candidate</strong></td>
<td><strong>This information could be used to differentiate applicants.</strong></td>
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<tr>
<td>Qualifications</td>
<td>Appropriate experience in a directly related post or relevant alternative experience</td>
<td>Educated to degree level or in possession of a relevant qualification</td>
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<td>Skills &amp; Experience</td>
<td>Creative design skills such as video editing and graphic design Experience in working across a variety of channels Excellent written, verbal and visual communication skills Good attention to detail</td>
<td>Copy-writing or subbing experience Graphic design experience Previous experience in charity sector</td>
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<td>Knowledge</td>
<td>Understanding of digital content design Knowledge of vegan issues and how they impact politics, businesses and organisations</td>
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<td>Personal Qualities &amp; Competencies</td>
<td>Creative thinker with innovative approach Calmness under pressure, able to manage multiple projects Professional and responsible approach Efficient, organised, reliable and effective Approachable and adaptable, team player Adhere to a vegan diet for the duration of employment</td>
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Received by:

Name: ..............................................

Signature: ........................................ Date: .........................................