

Digital Creative Assistant

Job Purpose

To provide internal creative support to the World Land Trust's (WLT) Communications and Development teams. The post holder will be working primarily on digital/social content to provide WLT with vibrant, engaging, and coherent creative communications. Someone who lives and breathes digital and social, who keeps up with the latest trends is passionate about digital content. They will also provide support with the implementation of WLT's social media strategy and the maintenance of WLT extensive media resource.

Main duties and responsibilities

- Work with the Communications team to develop compelling digital creative concepts that live across multiple platforms.
- Assist the Communications team with the production of digital/social content for fundraising campaigns by producing unique visual elements that translate across all channels, including print.
- Produce basic videos, gifs, short-form and basic animation for WLT's day-to-day communications outputs, ensuring they are adapted to each social platform's requirements.
- Assist with the creation of digital and print ads throughout the year, designing them based on a given brief.
- Produce and supply artwork for unique and inspiring donor materials, such as project briefs, donor reports, patron updates, donation forms, annual reviews, flyers, leaflets, gift packs, newsletters, infographics and window display advertising.
- Help maintain WLT brand guidelines and their translation into key elements such as logos, ensuring logos and brand templates are updated and filed as necessary for presentations and others.
- Help the Communications team devise brand identities for events, creating materials including tickets, leaflets, way-finding signage and others.
- Maintain WLT's two main photography and video archives (Media Resource and WLT Servers) in line with company policy, making sure that assets shared by outside sources (partners, donors, supporters) are properly stored, credited and readied for use.
- Support the purchasing process for strategic campaign media assets such as videos and images.

This job description is not definitive and the postholder may be required to carry out additional or alternative work from time to time, as may be deemed necessary.

Line Manager: Communications Manager

Person specification

Formal qualifications (desirable)

- Relevant qualification in graphic design, illustration, or similar

Experience and knowledge (essential)

- Excellent working knowledge of Adobe Creative Suite – Illustrator, Photoshop, InDesign.
- A demonstrable passion for, and knowledge of, social media and digital content as well as the wider creative world.
- Experience of working across Facebook, Twitter, Instagram.
- Excellent knowledge of the tools required to make creative stand out across multiple channels.

Abilities and skills (essential)

- Able to create high quality static posts, gifs, short-form and basic animation.
- Demonstrable ability to creatively problem solve to achieve the end goal.
- Experience of working to tight deadlines, both individually and within a team.
- Creative thinker who is always full of original ideas.
- Good understanding of the relationship between strategy and creative input.
- Strong communication skills, verbal and written
- Able to demonstrate an awareness of current trends within social and digital media as well as within the wider creative world.

Requirements for application (eg. presentation/examples of work etc)

- Strong creative design portfolio to demonstrate ability and/or potential for the role.