

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Content Creator	PAY BAND:
FUNCTION:	Brand & Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The content team produces engaging video, design, photography, and web materials, delivering creative assets for The King's Trust's campaigns and projects across the UK.	

WHERE YOU WILL FIT

CEO	Head of Content & Creative	Video Content Manager	Content Creator
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

This role amplifies the voices and stories of young people by creating compelling video content that showcases their journeys and achievements. By producing engaging, social-first content, it helps inspire supporters, attract funding, and raise awareness. This enables The King's Trust to deliver more opportunities and resources to young people across the UK.

WHAT WILL YOU DO?

-  Create scroll-stopping short-form video content (Reels, Stories, TikToks, Shorts) that aligns with our brand voice and mission.
-  Capture on-the-go content using a phone; shoot, edit, to a high standard.
-  Plan, film, and edit engaging videos for each platform, tailoring tone and style (e.g. YouTube, Instagram, TikTok).
-  Work with the Social Media Lead to maintain a content calendar, create evergreen content and ensure brand consistency.
-  Work with wider marketing team to plan and develop social first content from creative briefs.
-  Support the Content Manager with on location shooting and editing.
-  Create eye catching content from our stock of videos and images to further our brand storytelling.
-  Work closely with internal and external stakeholder and the young people we support.
-  To work with the wider organisation to advise on content creation best practices
-  Stay on top of trends and platform shifts – adapt quickly to new formats and audience behaviour.
-  Actively contribute to an equitable, diverse, and inclusive workplace, aligned with Trust values.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Mobile-first filming and editing skills; familiarity with tools like Edits, Premiere Pro, Canva and Android native apps.	You'll need to be comfortable working quickly and flexibly, whether on location with just your phone or in the edit suite with Adobe tools. The role demands a mix of speed, creativity, and technical skill.
Strong understanding of social media video formats, trends, and audience engagement tactics.	You'll be shaping content to suit each platform, from vertical TikTok edits to YouTube Shorts. Understanding trends and formats means your videos will reach and resonate with our audiences.
Excellent storytelling skills, with the ability to translate complex messages into compelling visual narratives.	Every piece of content should tell a story. You'll take sometimes complex or sensitive topics and turn them into engaging, human stories that inspire and inform.
Strong organisational skills with the ability to plan shoots and manage multiple projects to deadline.	You'll be balancing multiple shoots, edits, and deadlines. Good planning ensures we capture the right content at the right time and keep projects moving.
Experience	Why do we need this?
Proven experience filming and editing short-form and social-first video content for Tik Tok, Instagram and YouTube.	You'll be creating content designed to stop the scroll and grab attention. We need someone who knows how to craft engaging short-form videos for TikTok, Instagram, and YouTube that connect with audiences and reflect our brand.
Confident using smartphones and external microphones to capture high-quality content.	Many of our shoots happen in fast-moving, real-world settings. You'll need to capture great visuals and clear sound on the go so our stories are professional and easy to follow.
Creative mindset with the ability to pitch and deliver original content ideas.	We're looking for fresh thinking and new angles. You'll bring ideas to the table and follow them through from concept to delivery, helping us stand out in a busy digital space.

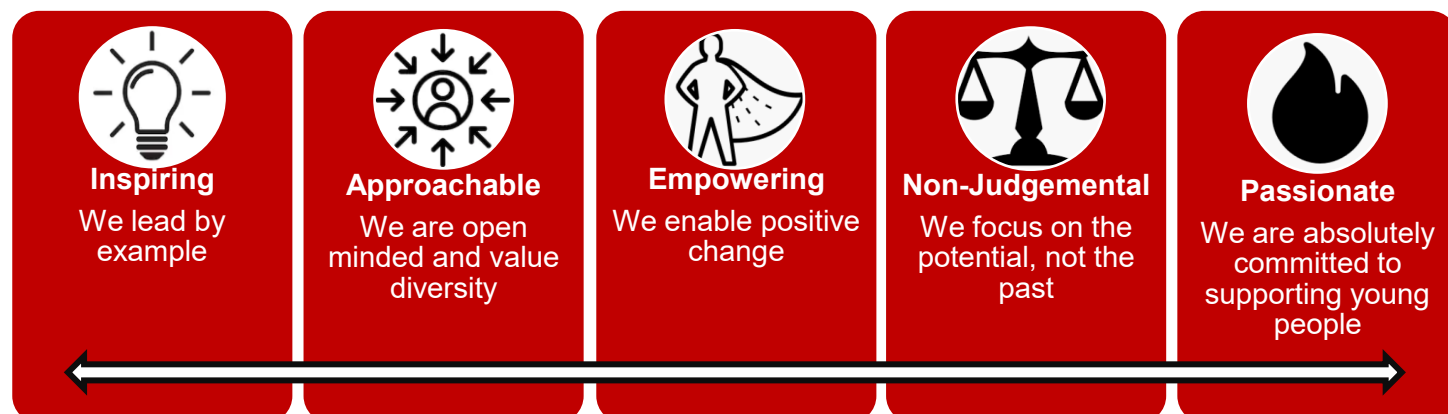
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience with professional camera and lighting equipment	While much of our work is mobile-first, some shoots will need professional kit for a polished finish. Knowing how to use cameras and lighting ensures we can deliver high-quality results in any setting.
Experience in working in the charity sector	Our stories can involve sensitive topics. Experience in the charity sector means you'll understand the need for empathy, respect, and safeguarding in everything you produce.
Experience in working in a fast-paced environment across multiple teams	You'll be working on several projects at once with colleagues from different areas of the organisation. Experience in fast-paced, collaborative settings helps you deliver high-quality work to tight deadlines.
Skills & Knowledge	Why do we need this?
Understanding of SEO/hashtags/algorithm mechanics for TikTok, YouTube and Instagram.	You'll help our content reach more people by understanding how algorithms work and how to use hashtags, keywords, and SEO best practice to maximise visibility and engagement.
Basic graphic design experience	Sometimes videos need simple graphics, overlays, or thumbnails. Having design skills means you can create these in-house and keep content visually consistent with our brand.
Knowledge of current content accessibility standards	We want everyone to be able to enjoy our content. Knowing how to apply accessibility standards, from captions to visual clarity — ensures it's inclusive for all audiences.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in the delivery level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through passion for what we do You keep young people and our end goal in mind You build trust in others by demonstrating reliability You engage in challenges with optimism and resilience You're authentic and bring your unique talents to work, encouraging others to do the same	You seek out opportunities afford by change, adapting accordingly and to enhance own development and build expertise. You suggest improvements and alternative approaches wherever appropriate You give and receive feedback, harnessing new information to improve your own performance	You're approachable, clear and professional You treat people as individuals, tailoring communication and influencing style accordingly. You communicate difficult messages and challenge others' thinking effectively You listen to others with empathy and sensitivity You act as an ambassador for The Trust whenever communicating externally	You offer support to colleagues and ask for help when needed You manage the expectations of others, gaining buy-in where required You share knowledge and information You build relationships with others across The Trust and externally, where appropriate You act as an ambassador for your own team across The Trust	You manage projects effectively; planning, organising resources and reprioritising as required You monitor progress towards milestones, taking actions to ensure deadlines are met You make effective, data-driven decisions, considering consequences and consulting with others where appropriate You take the initiative to solve problems and develop several potential solutions

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.