

MULTIMEDIA TEAM SUPPORT JOB DESCRIPTION AND PERSON SPECIFICATION

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| Job Title: | Multimedia Team Support |
| Reports to: | Communications Manager |
| Responsible for: | n/a |
| Department: | Organisational Development and Business Improvement |
| Tenure: | Permanent |
| Hours: | Full time, 35 hours per week |
| Salary: | £27,121 per annum |

About Cynon Taf Community Housing Group

Cynon Taf Community Housing Group (CTCHG) is a housing association based and rooted in Rhondda Cynon Taf.

We are committed to a vision of healthy valleys communities where everyone feels connected, supported and hopeful about the future. To play our part in that future vision we are on a mission to provide quality homes for current and future generations – and to service our communities by being an inspiring, trusted partner and employer.

We currently look after more than 2,000 homes for single people, couples and families, including four developments specifically for older people and, with specialist partners, two refuges for those fleeing domestic abuse and supported homes for people with learning disabilities.

We are also home to two subsidiaries: Down to Zero, a not-for-profit Community Benefit Society that we established to expand our community-led environmental activities. And Cwm Taf Care & Repair, which helps older homeowners and private renters to live independently in their own homes.

Our team is driven by a belief in the power of building strong communities – from creating healthier, greener homes or bringing partners together to develop new services, to helping people live up to their full potential. Driven by strong values of commitment, respect and integrity, we are committed to making a positive difference for our tenants, communities and people.

Main Purpose of the Role

To assist in the delivery of a robust Communications and Influencing Strategy that will support the achievement of the Strategic Plan.

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To support our digital approach to communications to reach our target audiences and support our strategic aims.

Working in conjunction with communications staff in our subsidiaries, to ensure Cynon Taf Community Housing Group is positioned consistently and effectively across all channels.

Key Responsibilities

- Source, create, edit, and publish high quality original content for multiple social media channels, Cynon Taf Community Housing Group's website, and for communications such as newsletters with tenants, customers and other stakeholders, and for PR.
- Source and develop engaging content for press releases, articles, e-newsletters and website, ensuring content is consistent with all other channels.
- Audit and update the content on the Group's various websites and collaborate with external partners where needed.
- Develop, lead, and execute a rolling 12-month social media plan including content calendars and campaigns to achieve our objectives, as well as managing the day-to-day content for all social media channels.
- Monitor social media inboxes and respond in a timely manner; escalating issues / complaints where necessary.
- Provide guidance and training to the wider Cynon Taf team in using the various social media channels, building organisational capacity and showcasing best practice.
- Create 'mini campaigns' with time specific focused content original and shared content in relation to specific themes such as the Strategic Plan, WHQS, Optimised Retrofit etc with clear delivery outcomes.
- Input to any multimedia related capacity- or access-building initiatives that we undertake with tenants and community
- Managing social media feeds, providing analysis and performance statistics to make informed decisions and recommendations to widen and deepen our reach through research and testing.
- Be responsible for researching and keeping knowledge up to date in relation to current social media trends, tools, techniques and new platforms; suggest effective ways to implement these across the Group.
- Create original, attractive and engaging graphics for use across social media.
- Create original video content for the Group's multiple platforms.
- Source and update the day-to-day corporate content of the Group's staff intranet.
- Join and contribute to other departmental planning sessions to play an active part in meeting the overall business objectives.
- Capture, source and edit photographic content for marketing and communications channels and materials, including event photography and headshots.

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- Develop artwork for marketing and promotional assets to support the Group's presence at key local and national events.
- Be responsible for creative asset archiving, to ensure that imagery and footage (raw and final) is saved effectively to ensure efficiencies in creating future content in line with GDPR (UK) requirements.
- Be responsible for camera equipment updating, cleaning and maintenance, including researching new kit recommendations.
- Advise on the best types of digital content for each brief, contributing original ideas to communication team meetings and cross-departmental meetings.
- Provide structured advice on lead-in times required to create different types of digital content.
- Schedule own workload to ensure content is created promptly for different teams across the Group.
- Deputise in the absence of the Communications Manager.

Key Measures of Performance

- In line with the AMEC Framework to measure effectiveness and prove value relating to the outputs, outtakes and outcomes across:
 - Websites
 - Social media
 - Newsletters

Key Capabilities

- Ability to convert data and insights into engaging storytelling content.
- Ability to work collaboratively with colleagues and key external partners to develop meaningful content.
- Ability to storyboard and develop appropriate video content in line with wider communications approach.
- Ability to effectively use Adobe Creative Suite (or similar platforms) to create related campaign and communications assets to support overarching strategic plans.

Person Specification

All our staff are expected to commit to and exhibit values, attitudes and behaviours that contribute positively to our vision and mission and the values set out in our organisational Values (see Annex 1).

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Key Attributes

- Creativity
- Adaptability
- Digital focus
- Collaborative

Technical Abilities

- Adobe Creative Suite knowledge (or similar platforms)
- Copywriting and proofreading
- WordPress and SharePoint knowledge
- Photography and video editing experience

Desirable

It would also be beneficial for the post holder to have:

- Ability to write and speak in Welsh
- Understanding of Google Analytics
- Website development knowledge
- Multimedia or related qualification

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Annex 1

Our Vision

Healthy valleys communities where everyone feels connected, supported and hopeful about the future

Our Mission

To provide quality homes for current and future generations and be an inspiring, trusted community partner and employer

Our Values

- **We are committed**

We are kind and care about making a positive difference for our tenants, communities and people

- **We are respectful**

We believe we can only work well together if we respect each other

- **We show integrity**

We work hard to earn trust by being clear, honest and responsible for our actions