

JOB DESCRIPTION



Job Title: Digital Content Editor
Department: Communications & Engagement
Faculty/Professional Service: Professional Service
Location: Keppel Street, London
Reports to: Digital Content Producer
Responsible for: n/a
Full Time/Part Time/Casual: Full-time
Grade: Grade 4
Overall Purpose of the job: <p>Reporting to a Digital Content Producer, the Digital Content Editor provides support and assistance to the Communications & Engagement department in all aspects of the delivery of high-quality, creative digital content production services. The primary goals of these outputs are to support student recruitment marketing, institutional profile raising, and dissemination of research. Responding to LSHTM's strategic digital content requirements as well as creative briefs from the Digital Content Producer and Marketing & Communications Manager, they use specialised skills to support the ideation, storyboarding, capture, creation, editing, and uploading high quality digital content using a range of hardware, platforms and software. This includes video, audio, photography, graphics and other content as needed.</p> <p>The role-holder will also support central photography services including maintaining image archives, recording and editing flagship corporate events as determined by the Communications & Engagement department, ensuring GDPR, and accessibility compliance standards in all digital content, as well as ensuring appropriate tone and branding.</p> <p>The Digital Content Editor will work closely with colleagues in the Communications & Engagement department as well as across our MRC Units in The Gambia and Uganda to provide guidance and advice on digital content.</p>

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is renowned for its research, postgraduate studies and continuing education in public and global health.

Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a

community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

To discover more about LSHTM please click [here](#).

Our Values

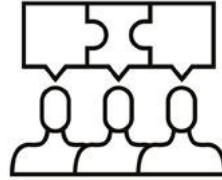
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. To find out more please click [here](#).



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

Main Duties and Responsibilities

- Create high-quality, creative digital content to support student recruitment marketing, institutional profile raising, and dissemination of research
- Support strategic filming, animation, interactive graphics, and photography for the institute as set out by the Digital Content Producer, Marketing & Communications Manager and/or Director of Communications & Engagement, confidently working across every stage of production and project management from storyboarding and scriptwriting to post-production
- Support the filming and editing creative video content (including storyboarding and consideration of narrative storytelling) and deliver motion graphics animation content, liaising with external specialists where necessary
- Support the production and coordination of filming and recordings for relevant and strategic LSHTM activities on and off site, including in the multimedia studio and with international travel where required
- Design and edit graphic content using Adobe Premiere After Effects, Illustrator, Photoshop and Audition
- Skilled in using Sony cameras (FX3 and A7S III), associated camera kit, and basic lighting and microphone equipment
- Support the delivery of photography shoots of research, researchers, and strategic events, including set-up/image capture, and post-production of high-quality images
- Assist with the capture and editing of audio recordings such as podcasts or audio required for film, interactive graphics, and social media content
- Support the maintenance, uploading, and curation of photographic images in shared digital asset management platform (Assetbank)
- Support the development of a new strategy and maintenance of uploading, and curation of digital content on external platforms such as YouTube and Vimeo
- Be able to confidently use, manage, and store equipment and hardware required for digital content creation, proactively identifying any equipment gaps or needs.

- Create additional digital content for numerous dissemination platforms such as those operated by the press office and student engagement team, including Twitter, Instagram, Facebook, and LinkedIn
- Liaise regularly with Communications & Engagement colleagues (including across our MRC Units in The Gambia and Uganda) on digital content matters, providing advice and guidance on creative briefs and digital content outputs and dissemination
- Provide experience-based insights into future digital content strategies and trends including for photography, video, audio, and interactive graphics
- Where needed support the identification and commissioning of external suppliers to support on the delivery of relevant digital content beyond the capacity of the department
- Ensure GDPR compliance, quality standards and approved branding are applied to all digital content, and accessibility standards are met
- Undertake other such routine duties as may be required by the Communications and Engagement department

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Head of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual Performance and Development Review (PDR).

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Competency	Evidence	E / D
Education, Qualifications and Training	<ul style="list-style-type: none"> Higher education to degree level or equivalent or substantial experience directly relevant to the post 	E
	<ul style="list-style-type: none"> Evidence of continuing professional development 	E
Experience	<ul style="list-style-type: none"> Providing digital content service support 	E
	<ul style="list-style-type: none"> Supporting and using a broad range of relevant applications, devices and associated software 	E
	<ul style="list-style-type: none"> Operating and supporting multiple digital content production applications across different platforms 	E
	<ul style="list-style-type: none"> Editing digital content using a range of platforms 	E
	<ul style="list-style-type: none"> The ability to operate a range of video camera models, sound equipment, and basic lighting set ups. 	E
	<ul style="list-style-type: none"> Ability to support the planning and creation digital content from start to finish (storyboarding to product delivery) 	E
	<ul style="list-style-type: none"> Understanding and/or experience of dissemination and marketing of digital content products 	D
	<ul style="list-style-type: none"> Working with a range of diverse stakeholders, including in international settings 	D

Salary and Conditions of Appointment

The post is permanent and full-time 35 hours per week, 1.0 FTE. The salary will be on the Professional Services salary scale, Grade 4 scale in the range £32,303 - £36,567 per annum pro rata (inclusive of London Weighting).

The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

Application Process

Applications should be made on-line via our website at <http://jobs.lshtm.ac.uk>. Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk.

The supporting statement section should set out how your qualifications, experience and training meet each of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV", "Yes" or "No" will not be considered acceptable and will not be scored.

Please note that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

Asylum and Immigration Statement

LSHTM will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications. Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found at: <https://www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-skilled-worker>