

JOB DESCRIPTION



Job Title: Digital Content Editor
Department: Communications & Engagement
Faculty/Professional Service: Central Services
Location: London
Reports to: Digital Content Producer
Full Time/Part Time/Casual: Full Time
Grade: Grade 4
Overall Purpose of the job: 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. 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. 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.

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

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.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

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 find out more please visit our [Introducing LSHTM page](#).

Our Values

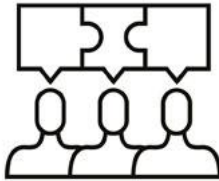
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**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
- Support the livestreaming of flagship corporate events, including post-production and supply of recordings as relevant afterwards
- Design and edit graphic content using Final Cut Pro, Adobe Premiere or Avid, After Effects, Illustrator, Photoshop, Audition, Spark, desirably DaVinci Resolve and any other suitable programmes
- Skilled in using Black Magic Cameras, a range of Sigma prime and zoom lenses, associated camera kit, and 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
Experience	<ul style="list-style-type: none"> • Evidence of continuing professional development • Providing digital content service support • Supporting and using a broad range of relevant applications, devices and associated software • Operating and supporting multiple digital content production applications across different platforms • Editing digital content using a range of platforms • The ability to operate a range of video camera models, sound equipment, audio/visual mixing desks and camera/studio lights both indoors and outdoors • Ability to support the planning and creation digital content from start to finish (storyboarding to product delivery) • Understanding and/or experience of dissemination and marketing of digital content products • Working with a range of diverse stakeholders, including in international settings 	E E E E E E D D
Knowledge	<ul style="list-style-type: none"> • Knowledge of a wide range of photographic/video cameras, equipment and photographic/video editing software. The ability to set up equipment and lights accordingly for photo shoots and filming, and perform post-production editing 	E

	<ul style="list-style-type: none"> • Proficient in the use of a range of digital content software including: Final Cut Pro, Adobe Premiere or Avid, DVD Studio Pro, Adobe After Effects, Compressor, Adobe Illustrator, Adobe Photoshop, Adobe Audition, Adobe Spark, and desirably Da Vinci Resolve 	E
	<ul style="list-style-type: none"> • Digital content applications and operating systems and their management 	E
	<ul style="list-style-type: none"> • Excellent IT skills, including Microsoft office or Mac equivalents 	E
	<ul style="list-style-type: none"> • Understanding and training in GDPR-compliance for capturing and sharing digital content 	D
	<ul style="list-style-type: none"> • The ability to think conceptually, demonstrating creativity and innovation in digital products and trends 	D
General	<ul style="list-style-type: none"> • Excellent verbal and written communication skills 	E
	<ul style="list-style-type: none"> • Good organisational skills and attention to detail 	E
	<ul style="list-style-type: none"> • Collaborative and flexible approach and ability to work well and effectively with all colleagues and students 	E
	<ul style="list-style-type: none"> • A strong customer focus – demonstrating a thorough understanding of customer needs 	E
	<ul style="list-style-type: none"> • Ability to work on own initiative 	E
	<ul style="list-style-type: none"> • Ability to work under pressure while remaining calm and polite 	E
	<ul style="list-style-type: none"> • Commitment to School’s policy of equal opportunities and the ability to work harmoniously with colleagues and students of all cultures and background 	E

E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Date compiled: December 2024

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 £34,011 - £38,198 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 [jobs website](#). 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.

This role does not meet the minimum requirements set by UKVI to enable sponsorship under the skilled worker route. Therefore, we cannot progress applications from candidates who require sponsorship to work in the UK.