ROLE PROFILE FOR CONTENT CREATOR

Overview of Role

As a Content Creator in the Content Team, you will be responsible for supporting the production and gathering of CISV's mission driven content to increase our ability to showcase what we do and ensure it is aligns to our brand.

You will support CISV's profile raising and internal communication efforts with your knowledge. You will be responsible for coordinating with Associations and Chapters in acquiring content that helps showcase how we deliver on our mission while supporting our visual and brand's development with the right content. This is a great opportunity for young volunteers interested in building a portfolio and receiving technical feedback.

Key Responsibilities and Tasks

Creative asset production

Work collaboratively with other teams to conceptualise, design, and execute produce engaging creative assets ranging from photos, reels, graphic design (varying on your expertise).

Content capturing

Streamline the process of capturing stories across our wide stakeholder base of participants, parents, volunteers, and more. Collaborate with the team to present these stories in various formats including social posts, blogs, reels, and case studies to highlight their experiences with CISV.

Brand monitoring

Reevaluate, refine, and document CISV's visual style to ensure it captures the correct personality and experience. Support in creating guides that outline best practices for organisation-wide use.

Working Relationships

The Content Team will work primarily independently and asynchronously. Members of this team will work directly with, receive advice and mentorship from the International Communications Lead; and will be assigned work on a project-base to different areas of CISV International depending on their availability, interest, and expertise.

Key Competencies

Awareness:

- Understanding the use and cultural nuances of social media platforms like Facebook, Instagram, TikTok, and others the team considers important.
- Aware of digital marketing trends and innovations
- Understanding of the complexities of speaking English as a second language

Attitude:

- High attention to detail with the desire to create content-leading work that propels CISV International forward and sets us apart
- Self-starting, individual who can problem solve and take initiative
- Team player who enjoys assisting other teams and collaborating on cross-organisational projects
- Passion for non-profits and branding

Skills:

- Ability to build positive relationships with multiple different stakeholders
- Desire to improve their photography or video creation skills
- Create visual assets to explain ideas through graphic design or illustration
- Strong written and verbal communication skills

Knowledge of:

- Some knowledge and experience creating content ranging from copy, blog or social media posts, reels, photography, podcasts, or videos, etc.
- Storytelling
- Be informed on our programmes and basic understanding of CISV's peace education approach as detailed in documents like Looking Good, Big Ed or The Passport