



Job Description

Creative and Branding Coordinator

Special Terms:	Full time, <i>Hybrid working (a minimum of two days from our base in Manchester)</i>
Salary:	£27,651 + 10% pension (pro-rata)
Accountable to:	Communications Manager
Accountable for:	Creative Volunteers; External Contractors and freelancers
Closing Date:	Monday 4th of November at 9am.
Interview Date:	Wednesday 13 th of November, in person in Manchester
Panel:	Lauren Wood, Matt Belfield, Sarah Miguel, Rachel Bottomley

Role Summary

LGBT Foundation is a vibrant charity with a wide portfolio of well-established services and rapidly developing new initiatives aimed at supporting lesbian, gay, bisexual, and trans people. We are seeking a productive and imaginative Creative and Branding Coordinator to join our communications team.

In this role, you will plan and produce high-quality content across multiple platforms, both online and offline, to promote our projects and services. You'll help tell the impactful stories of our work and our partners, shaping content that leverages graphic design, video, written materials, and digital media to amplify our mission and campaigns.

Working closely with the communications team, under the guidance of the Communications Manager, you will create a diverse range of assets, including film, reports, audio, photography, and marketing materials, all aligned with our strategic messaging to showcase our impact on

LGBTQ+ communities. The work you do will amplify our mission, vision, messages and campaigns and engage LGBTQ+ communities.

In this role, you will also co-facilitate creative sessions with staff, volunteers, and occasionally external stakeholders, fostering collaboration and generating new ideas for content creation. Additionally, you coordinate projects such as photoshoots and filming with external creatives and organisations as and when needed

As a brand steward, you will ensure that all communications are consistent with our brand guidelines, tone of voice, and core values. Additionally, you'll support the team by providing training to empower staff to create their own short-form and in-house content.

We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans*, non-binary, and/or older people (aged 50+), to improve the representation of colleagues from these communities in our staff team.

*Trans is an umbrella & inclusive term used to describe people whose gender identity differs in some way from that which they were assigned at birth; including non-binary people, cross-dressers, and those who partially or incompletely identify with their sex assigned at birth.

Role Accountabilities

Creative Content - Production and Management

- Create online graphics and layouts for printed materials that convey key information about the organisation, its work and our life-changing impact.
- Design documents, brochures, and infographics tailored for different audiences.
- Respond to design briefs from project and service leads.
- Shoot and edit short form high-quality videos in-house and occasionally on location.
- Organise and deliver photoshoots, ensuring diversity in our visual representation.
- Collaborate with the Communications Manager to execute the content strategy in line with organisational objectives.
- Write, edit and provide feedback on written content such as social media captions, marketing and sales content, web pages and blog posts.
- Manage and implement a feedback loop on all creative projects.
- Coordinate the creative process across the organisation to meet the content needs of events, services, and campaigns, aligning with the Communications and Campaign strategies.
- Coordinate the print production process across the whole organisation.

Brand Development

- Act as one of our brand ambassadors, ensuring all communications are consistent with our brand values and guidelines.
- Provide direction on brand usage across internal and external communication to a range of internal and external stakeholders.
- Contribute to marketing projects by ensuring that visuals and messaging align with the organisation's strategy.
- Monitor and report on the effectiveness of branding efforts using metrics, making data-driven adjustments where necessary.

Partnerships and Leadership

- Coordinate and plan a range of creative projects, campaigns and events with others across the organisation and external.
- Oversee the creative volunteer pool by recruiting, managing workloads, and ensuring quality outputs.
- Collaborate with freelance designers, creatives, and community members to produce high-quality content.
- Support co-production and creative sessions with staff, volunteers, and community members to foster innovative ideas and inclusivity.

LGBT Foundation Accountabilities

- Display a genuine commitment to equality of opportunity and an understanding of the issues faced by all LGBT communities. LGBT Foundation will challenge any discriminatory behaviour or language if it occurs.
- Further, LGBT Foundation has a commitment to using the insight gained through its work to make the organisation more inclusive and representative of all LGBT communities.
- Completion of specific tasks allocated through work plans, project plans and the annual business plan of LGBT Foundation.
- Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes.

- Compliance with LGBT Foundation’s policies, procedures, management and monitoring systems.
- We are a learning and development organisation and will consistently provide and support opportunities for staff to exceed theirs and our expectations. In common with all staff, you have a responsibility for drawing attention to your own training needs as well as those of colleagues that you work with that LGBT Foundation will then aim to support you with.
- Any other duties in line with your skills and abilities, as directed by your line manager.
- All staff are expected to maintain a flexible approach to their roles and respond to LGBT Foundation’s changing needs. The responsibilities of this post may be changed subject to review, over a period of time. This will be done in consultation with the post holder.

Person Specification

We realise that we could miss out on incredible talent joining LGBT Foundation because someone might not see themselves in every single one of these criteria below. For example, research shows that women of colour are less likely to apply to a role if they don't meet all criteria.

Please don't be put off if you feel you don't tick all the boxes below. If you think you could be great for this job, but aren't entirely sure, please apply anyway.

Skills & Abilities

- Clear creative skills across a range of disciplines including video production, editing, photography, design, or animation.
- Passionate about supporting LGBTQ+ communities.
- Strong interpersonal and communication skills.
- A keen eye for design trends and innovation in the digital space.
- Ability to manage external creative agencies and freelancers.
- Skilled in developing storyboards, creating engaging visual content (videos, animations, graphics, and written articles).
- Excellent organisational and project management abilities.

Experience

- Experience in creating tailored content for multiple platforms and social media channels.
- Experience in creating print material including reports, booklets and publications
- Experience in creating public-facing advertising and creative content.
- Proven ability to present work to colleagues and clients.
- Experience in coordinating projects with multiple priorities.
- Familiarity with managing content performance using data and analytics to improve engagement.

Knowledge & Understanding

- Strong understanding of design principles and creative processes.
- Knowledge of creative tools like Canva, InDesign, Premier Pro, and CapCut.
- An understanding of how to apply data-driven strategies to creative content and community and stakeholder feedback for improved impact.

This role, in common with all staff at LGBT Foundation, will be expected to display a range of competencies specific to their grade and area of work. These will be measured during annual performance appraisals, and there will be an expectation that staff will be able to evidence the ways in which they have met these competencies over the course of the year.

Terms and Conditions

- (i) **Hours** – Full Time, Hybrid working (a minimum of two days from our base in Manchester)
- (ii) **Annual Leave** – 26 Days per year – rising to 31 days after 5 years' service (*pro rata where appropriate*) – plus bank holidays.
- (iii) **Probation Period** – Post subject to successfully completing a 6-month probationary period.
- (iv) **Hybrid Working** – As an organisation we follow a hybrid method of working. As a result, colleagues work from home and our centre in Manchester.

Due to the nature of this role, there will be an expectation for at least a two-days a week in our Centre in Manchester. This is to build relationship with the wider staff team, whom the communications team engage with on daily basis, to facilitate collaborative working, information sharing and co-produce campaigns.

- (v) A commute would need to be self-funded so please bear this in mind if you don't live locally.

We understand that working for an LGBTQ+ organisation could impact on your identity, community, and/or culture. If you would like to discuss this or any aspect of the role further, please contact Lauren Wood on 0345 3 30 30 30 or lauren.wood@lgbt.foundation