

## **THE PRINCE'S TRUST – JOB DESCRIPTION**

**JOB TITLE:** Instructional Content Creator

**LOCATION:** Manchester, London, Yorkshire

**RESPONSIBLE TO:** Senior Head of Design and Content

**RESPONSIBLE FOR:** N/A

### **OVERVIEW OF ROLE:**

Our vision at The Prince's Trust is that every young person should have the chance to succeed. Our mission is to help young people transform their lives by developing the confidence and skills to live, learn and earn.

The Instructional Content Creator will be responsible for the creation of content across a wide variety of formats that will be delivered via our programmes for young people. This will include both offline and digital content, and will lean towards instructional and learning content, however on occasion the Instructional Content Creator will also need to create more general content that may be designed to motivate and encourage behavioral change rather than specific learning outcomes. We expect the Instructional Content Creator to take a pro-active approach to developing their skills and knowledge of current good practice and pedagogy.

The Instructional Content Creator will need to have a flexible, adaptive and collaborative style of working. They will work closely with a multi-disciplinary team including Content Creator and Content Executive, Service Designers, UX Designers, CX Managers, Data and Implementation staff, as well as consulting/co-designing with subject matter experts and young people to create effective content.

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### KEY CONTACTS:

The Instructional Content Creator role sits within the **Service Design** team under the Senior Head of Design and Content. Key contacts are as follows:

- Director of Design and Digital
- Senior Head of Design and Content - *manages the Design and Content team who are responsible for creative design and development, UX, prototyping and content design and creation*
- Senior Head of Research and Development – *manages the Research and Development team who are responsible for research, customer journey mapping, planning, evaluation and strategy.*
- Senior Head of Programme Management – *manages the Programme Management team who are responsible for project initiation, inception, business analysis scoping, resource allocation, utilisation, portfolio and project delivery and risk management.*

### SUCCESS CRITERIA:

1. Ensure that programme content empowers young people to achieve their goals.
2. Ensure that content is as effective, engaging, on-brand, and aligns with the curriculum or appropriate skills framework where possible.
3. Maximise opportunities to leverage new techniques, tools and technologies for creating, managing, distributing and assessing content.
4. Ensure that the voice of young people is represented and amplified through our content.
5. Ensure that content meets high standards including inclusivity and accessibility.
6. Ensure the Content Executive is engaged in content creation through coaching, developing and sharing of knowledge, skills and experience.

## PERSON SPECIFICATION

[illegible]

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	<ul style="list-style-type: none"> <li>• Excellent instructional content design and creation skills and comfortable using Adobe Creative Suite and open source authoring tools (e.g. Gomo or Storyline).</li> <li>• Moving image and video creation skills would be beneficial.</li> <li>• Ability to adapt style and language to appeal to different audiences (from young people to funding organisations) while retaining a core tone of voice.</li> <li>• A good working knowledge of the curriculum (UK), plus pre-eminent skills frameworks and CPD frameworks.</li> <li>• Familiarity with the GDS and/or BBC design standards would be beneficial.</li> <li>• Understanding of publishing considerations for distributing content within educational settings – from the classroom to BBC bitesize would be beneficial.</li> <li>• Input into tactical planning for the delivery of personalised and blended content delivery. This means an understanding of progressive profiling, smart forms, personalisation and automation will be advantageous. Especially the ability to define and plan content strategies for segmented and targeted content.</li> <li>• Ability to coach more junior members of the team to support with content creation.</li> <li>• Ability to understand organisational strategy and translate this into content plans that support the key goals.</li> </ul>	<p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p> <p>E</p> <p>E</p>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Experience of working within a multi-disciplinary team.</li> <li>• Experience of managing and facilitating co-design sessions with young people.</li> <li>• Experience of collaborating with specialist suppliers</li> </ul>	<p>E</p> <p>E</p>

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	<p>or contractors such as video production, animation or development partners.</p> <ul style="list-style-type: none"> <li>• Experience of developing skills based and employability learning content.</li> </ul>	<p>D</p> <p>D</p>
<b>Values:</b>	<ul style="list-style-type: none"> <li>• <b>Approachable</b> – will be open minded and value diversity</li> <li>• <b>Non-judgemental</b> – will focus on the potential not the past</li> <li>• <b>Inspiring</b> – will lead by example</li> <li>• <b>Empowering</b> – will enable positive change</li> <li>• <b>Passionate</b> about The Trust's goals and delivering excellence</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>

\*Essential criteria (E), Desirable criteria (D)

*The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment we undertake basic disclosure checks in accordance with the Codes of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.*