

AI Content Creator

About Future Ready Foundation

Future Ready Foundation is a registered charity dedicated to reducing disadvantage and creating opportunities for young people. We work with schools, communities, employers and industry partners to improve digital inclusion, social mobility and access to future careers.

Through education, employability support, digital and STEM/STEAM skills, and employer engagement, we help young people develop the confidence, skills and experience they need to progress into education, training and employment.

Job Title: AI Content Creator

Department: Digital Media / Creative

Number of Vacancies: Multiple

Role Purpose

The AI Content Creator will combine traditional content creation skills with AI-powered tools to develop engaging digital content, visuals, videos and campaign assets.

Key Responsibilities

- Use generative AI tools to support content creation.
- Write and refine effective prompts for creative AI systems.
- Produce AI-assisted images and visual concepts.
- Create and develop AI-assisted video content.
- Combine AI-generated outputs with photography, video and human-created content.
- Develop concepts for social media and digital campaigns.
- Write captions, scripts and promotional content using appropriate AI-assisted workflows.
- Edit and refine AI-generated content before publication.
- Use AI to improve the efficiency of repetitive content-production tasks.
- Maintain a library of prompts and effective creative workflows.
- Ensure AI-generated content is appropriate for the organisation's brand.
- Apply responsible and ethical AI practices.
- Review AI outputs for quality, accuracy and suitability.
- Support the development of innovative digital campaigns.
- Keep up to date with emerging creative AI tools and techniques.

Skills Required

Generative AI • Prompt writing • AI image generation • AI video generation • Workflow automation • Digital content • Human + AI creativity • Ethics and best practice • Campaign development • Content editing