

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: Content Creator

Department: Creative / Digital Media / Marketing

Number of Vacancies: Multiple

Role Purpose

The Content Creator will plan, create, edit and publish engaging visual and digital content across social media and online platforms.

Key Responsibilities

- Plan and create engaging digital content for social media and online platforms.
- Produce short-form videos, including Reels, TikToks and YouTube Shorts.
- Capture high-quality photography and video content.
- Apply composition, lighting, framing and filming techniques.
- Edit photographs and video footage into professional digital content.
- Write captions, hooks, scripts and promotional copy.
- Develop content ideas aligned with campaign objectives and target audiences.
- Create and maintain content calendars.
- Adapt content for different social media platforms.
- Maintain a consistent brand voice and visual identity.
- Use Adobe Creative Cloud, Canva and other content creation software.
- Assist with shot lists, scripts and storyboards.
- Capture B-roll and behind-the-scenes content.
- Review content performance to improve future content.
- Work collaboratively on creative campaigns.

Skills Required

Photography • Videography • Editing • Copywriting • Scriptwriting • Social media strategy • Content calendars
• Brand voice • Platform optimisation • Digital storytelling • Adobe Creative Cloud • Canva