Gaddum

Job Description: Carers Manchester Content Creator

Job Title: Carers Manchester Content Creator
Accountable to: Programmes & Strategy Director
Reporting to: Carers Manchester Network and Engagement Coordinator
Location: Hybrid working between Greenfish Resource Centre and home-working
Salary: £500 per month
Contract: Fixed term from 4th January 2027 to 31st October 2027.
Working hours: 10 hours per month (flexible working to suit needs of the role)

Context

At Gaddum, we treat everyone as individuals. We really get to know those we help, understanding their world to offer a range of support that's right for them. Our promise of tailored support is made possible by our breadth and depth of knowledge, through our unwavering commitment to the local people of Greater Manchester.

Our experience listening to generation after generation, for nearly 200 years, has taught us the importance of considering not just the individual but also the relationships around them. Our innovative approach means we can, not only build resilience, but identify further risks and offer preventive support now and in the future. At Gaddum, we believe that by supporting individuals, we ultimately help support entire communities.

Our aim is to empower and enhance the lives of people in Greater Manchester. We currently work in three Greater Manchester authorities, Manchester, Salford and Stockport.

About Carers Manchester

Gaddum manages Carers Manchester, a partnership of organisations across statutory and Voluntary, Community, and Social Enterprise (VCSE) sectors that work together to deliver services for unpaid carers in the Manchester City Council region.

Job Summary

Gaddum are looking for a freelance Content Creator to develop and deliver effective short-form vertical video content for Carers Manchester. This role would be best suited to a content creator with an interest in raising awareness of marginalised groups and a record of producing high-quality, engaging content.

Responsibilities include creating and editing short-form vertical video content about unpaid adult carers and the support Carers Manchester provides.

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Job purpose

To develop and deliver short-form content for Carers Manchester social media channels, including Instagram, TikTok, Facebook, LinkedIn, and YouTube (Shorts).

Main Duties and Responsibilities

- Work alongside the Carers Manchester Communications and Marketing Officer on development, creation, and editing of a variety of dynamic, engaging short-form content for Instagram, TikTok, Facebook, LinkedIn, and YouTube (shorts).
- Use existing content and plan creation of new content via on-location filming, interviewing, and attendance at Carers Manchester events to enhance Carers Manchester's presence across a larger number of social media channels.
- Support and contribute to development and delivery of the Carers Manchester Communication plan, where relevant.

Other duties and responsibilities

- To complete specific tasks allocated through content plans.
- To attend short briefings twice per month with the Carers Manchester team to plan, develop, and receive feedback upon generated content.
- To complete 1-2 pre-arranged filming session at a location in Manchester each month with existing stakeholders across the Carers Manchester partnership to generate on-location content.
- To act at all times to promote equality and diversity ensuring inclusive and integrated services
- To seek advice, support and guidance as required
- To adopt a flexible approach to working patterns to suit the needs of the role and responsibilities as required

The details contained in this job description, particularly the principal accountabilities, reflect the content of the job on the date the job description was prepared. It should be remembered, however, that it is inevitable that over time, the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, this job description may be revised from time to time.

All staff are expected to work within all Gaddum policies and procedures.

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Personal Specification

Criteria	Essential	Desirable	Assessed
Qualifications / Experience	Prior experience of vertical film-making, demonstrated via a portfolio of work. A minimum of one to two years' experience of producing vertical content in a voluntary, academic, or professional setting.	Experience of working in VCSE Organisation. Degree level or relevant industry-related qualification in filmmaking, content creation, or similar. Demonstratable experience directing video subjects or actors.	**Application/interview/documents**

Skills and Abilities	A high level of competency with vertical filming, including consideration of good framing and lighting. A high level of competency with vertical film editing; the ability to make independent judgements on what footage to cut or prioritise. Experience with editing software such as CapCut, DaVinci Resolve, Adobe Premier, or similar. Very well organised, able to prioritise and plan own work; take responsibility in decision making, and work to meet strict deadlines.	The ability to speak languages other than English.	**Application/interview/documents**

Knowledge	Proven experience with Instagram, TikTok, and YouTube (shorts) and how they should be used for the relevant target audience. Social media savvy and aware of key trends. Strong creative skills with the ability to create and adapt content to fit a target audience. Confidence using clip-on mics to ensure good sound quality, including experience syncing audio from external mics. Excellent organisational skills, to plan the use of people and resources to meet deadlines. Highly organised with the ability to effectively multi-task and prioritise.	Knowledge of Health & Social care and VCSE sectors.	**Application / Interview**

Values and Personal Attributes	A commitment to Gaddum values. A commitment to equality and diversity. Flexible and positive work ethic. Ability to make participants feel comfortable being on camera, through warmth and empathy, while respecting participants' boundaries. A collaborative attitude, willingness to take on ideas and feedback from the Carers Manchester team and carers to shape content. Confidence to ask for further guidance when needed. Driven, flexible and reliable, with a positive and proactive attitude.	Knowledge of Gaddum and its services. Lived experience of being an unpaid carer or knowledge of matters relating to unpaid carers.	**Application / Interview**
Other requirements	Ability to travel independently throughout Greater Manchester as required. Flexible approach to working hours to meet the needs of the organisation.	Good understanding of the areas of Greater Manchester.	**Application / Interview**

Applying for the role

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Please include a CV, cover letter demonstrating how you match the Job Description and Person Specification, and a portfolio of at least 5 links showcasing examples of content creation (ideally in a voluntary, academic, or professional setting).