



PERSON SPECIFICATION

Digital Content Creator

Professional knowledge and understanding:	Essential/ Desirable
In depth understanding of video editing and graphic design techniques	E
Ability to use a DSLR to take a range of photos for varied purposes	E
Strong ability to create multiple and varied ideas	E
Be able to handle multiple projects simultaneously	E
Excellent knowledge of Photoshop and Premier Pro	E
Be able to consult with staff giving them a realistic breakdown of options and timescales	E
Excellent understanding of Videography hardware	E
Confidence with using PC or MAC hardware	E
Experience with Colour Grading and Colour Correction	D
A solid understanding of social media trends and emerging techniques / styles	D
Experience with Premier Pro plugins and Templates + After Effects	D
Graphic design experience – Logos, posters and flyers	D
Skills, abilities and personal qualities:	
Driving Licence and own transport	E
Proven organisational skills	E
Good written and oral communication skills	E
Ability to work to prioritise workload	E
Ability to work to tight deadlines	E
Ability to work as a team	E
Ability to work independently when required	E