

UKROEd ROLE PROFILE

Digital Content Creator

JOB TITLE:	Digital Content Creator
RESPONSIBLE TO:	Communications Manager
LOCATION:	Hybrid. National travel as required.
HOURS	37.5 hours per week
SALARY	£36,000 per annum
CLOSING DATE	17 th November 2025
TO APPLY	Email CV and Covering Letter (No more than 500 words) to recruitment@ukroed.org.uk

About UKROEd

UKROEd Ltd is a private, not-for-profit company responsible for the delivery, management and administration of the National Driver Offender Retraining Scheme (NDORS) on behalf of the Police service. It is the operating company of the Road Safety Trust and is committed to the education and training of drivers who commit low level traffic offences.

UKROEd values and respects each individual employee, client and customer and is committed to promoting equal opportunities throughout its workforce. As such, all relevant applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

About The Road Safety Trust

The Road Safety Trust is the UK's largest independent road safety grant-giving charity, dedicated to achieving zero deaths and serious injuries on UK roads. It funds innovative projects, research, and initiatives to improve road safety for all road users. Its mission is to work with partners across the public, private, and voluntary sectors to reduce road harm and enhance public safety on the roads. Surplus funds from UKROEd activities from the delivery and management of the National Driver Offender Retraining Scheme (NDORS) are donated to The Road Safety Trust at the end of the financial year. This enables the Trust to carry out its grant-making programme.

What We Offer

- A supportive and collaborative work environment.
- Opportunities for professional development and training.

- The chance to work on meaningful projects that make a difference in road safety.
- Flexible working arrangements to promote work-life balance.

Overview of the role

UKROEd and The Road Safety Trust are looking for a creative and dynamic **Digital Content Creator** to take charge of producing engaging digital content across a variety of platforms. This role is key to shaping the voice and visuals of our organizations, helping us connect with stakeholders such as road safety professionals, practitioners, police, and the wider public.

You will play a critical role in supporting our mission to improve road safety by producing high-quality content across our digital channels, including our websites, newsletters, LinkedIn, X (formerly Twitter), podcasts, animations, and videos.

The role is critical to supporting the delivery of both the new UKROEd comms plan and the Trust's Communications & Engagement Strategy, linking work to organisational priorities.

Principal Duties and Responsibilities

1.	Develop and produce high-quality content for websites, LinkedIn, X, and other digital channels.
2.	Create engaging animations, infographics, and videos tailored to specific audiences.
3.	Plan, record, and edit podcasts and video interviews featuring key stakeholders and experts.
4.	Design graphics, banners, and other visual content for campaigns and promotions.
Website Management:	
5.	Update and optimize website content to ensure relevance and alignment with organisational goals.
6.	Collaborate with the Communications Manager to maintain SEO best practices and website performance. Provide monthly reports on website analytics and engagement to support future development areas.
Social Media Management	
7.	Plan and execute social media campaigns that align with broader communication strategies.

8.	Monitor engagement and analytics to evaluate the success of campaigns and suggest improvements.
9.	Interpret the strategies for both organisations and objectives of the brand, aligning these to the content.
Collaboration and Innovation	
10.	Work closely with the Communications Manager and other senior colleagues to ensure consistent messaging and branding.
11.	Stay up to date with emerging trends in digital content, animation, and social media to bring innovative ideas to the table.
12.	Build relationships with stakeholders to amplify our outreach and engagement.
13.	Research, prepare and develop media messaging to maximise engagement.
Evaluation and Reporting:	
14.	Monitor, analyse and interpret digital content performance using analytics tools to produce actionable recommendations to support the delivery of the strategic aims and objectives in both organisations.
19.	Provide regular reports on engagement metrics and recommend adjustments for continuous improvement.

UKROEd Person Specification Digital Content Creator

Job Related Knowledge	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Proven ability to work across multiple organisations or stakeholder groups, balancing competing priorities. • Strong organisational and project management skills, with the ability to work to deadlines across concurrent projects. • Knowledge of accessibility standards (WCAG) and ensuring inclusive design in all digital outputs. • Understanding of GDPR and other data protection requirements in digital communications. • Ability to adapt content for different audiences, platforms and organisational voices. • Analytical skills to translate digital metrics data into actionable recommendations. • Awareness and understanding of emerging AI, multimedia and content creation tools, and evolving digital trends. To ensure long-term relevance that future proofs the role and both organisations. • Knowledge of analytics tools (e.g., Google Analytics, social media insights) for tracking content performance • Knowledge of analytics tools (e.g., Google Analytics, social media insights) for tracking content performance <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Experience in joint or matrix management reporting structures. • Understanding of the UK road safety landscape and/or wider public safety or advocacy sectors. • Familiarity with brand management and visual identity development across multiple platforms.
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	<ul style="list-style-type: none"> • Experience of commissioning and managing external suppliers (e.g., designers, videographers, animators). • Background in road safety, transportation, or public advocacy
Experience	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Proven experience in creating engaging content for websites, social media, and other digital platforms • Proficiency in using tools such as Adobe Creative Suite, Canva, WordPress, and video editing software (e.g., Premiere Pro, Final Cut Pro), as well as emerging AI software and related tools • Strong skills in animation, video production, and podcast creation • Familiarity with SEO principles and content optimization • Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences • Demonstrated ability to manage multiple projects and meet deadlines in a fast-paced environment. <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Background in road safety, transportation, or public advocacy • Experience working in the nonprofit or public sector • Knowledge of analytics tools (e.g., Google Analytics, social media insights) for tracking content performance.
Skills and Aptitudes	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Commitment to producing high quality creative content. • Acts in a professional and ethical manner, embracing equality, diversity and inclusion. • Commitment to keeping up to date with new technologies and industry best practice.
Qualifications	<p><i>Desirable</i></p> <p>T Level / Level 3 (or equivalent) / relevant experience in media creation and design</p>