



Grimshaw Foundation

STEP

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Digital Content Creator

Location of role: Hybrid (a minimum of 4 days per month in the office)

Placement hours: 25

Working pattern: To be agreed upon start of the role

Placement length: 12 months

STEP Strand: Marketing / PR

About Grimshaw Foundation

Formed in 2021, the Grimshaw Foundation is a charitable organisation founded by Sir Nicholas Grimshaw in partnership with the partners of international architecture practice, Grimshaw. It brings together a community of artists, architects and designers to support, empower and inspire young people, particularly from underrepresented backgrounds, to

discover the power of creativity and the inspiration of art and the creative industries. Over the past two years the Foundation has worked with over 300 students in London.

This autumn, the Foundation will launch a new Education Programme in partnership with the Royal Albert Hall; work to establish links with schools in Sydney, Melbourne, and New York, and the world-renowned artist Cornelia Parker will speak at our second RIBA x Grimshaw Foundation Annual Art Lecture.

The Grimshaw Foundation wants to connect young people to the world of art and architecture and elevate creativity as the essential skill of the future.

<https://grimshaw.foundation>

About the role

We are seeking a creative and innovative storyteller to join our charity's communications team and lead our TikTok and Reels content strategy. As a pivotal member of our digital team, you will be responsible for developing engaging and entertaining content that promotes our mission of connecting young people to the world of art and architecture. Your role will involve creating captivating videos, writing compelling articles and posts, and staying ahead of social media trends to maximise our brand awareness and engagement.

Responsibilities include

- Collaborate with the Editor to research and plan new videos to a deadline.
- Help to develop and implement social media strategies to increase brand awareness and engagement on platforms like TikTok and Reels.
- Analyse and assess the long-term needs of our social media strategy, providing quarterly reports to the creative teams and recommending necessary changes to the digital marketing plan.
- Produce high-quality multimedia content for our social media sites, including video content, articles, and engaging posts that align with our brand's tone and voice.
- Stay updated with the latest social media trends and digital technologies, ensuring that our content remains fresh, relevant, and appealing to our target audience.
- Create monthly reports on emerging social media trends, presenting insights and recommendations to management and executive teams.
- Plan and oversee competitions and campaigns that draw attention to our charity and encourage public participation.
- Set measurable goals for social media campaigns, track performance metrics, and continuously optimise content based on data-driven insights.

- Monitor and engage with our audience in a positive and meaningful manner.
- Liaise with other departments and creatives to create a cohesive and effective online marketing strategy.

Sneak preview of the work you might be producing - <https://grimshaw.foundation/stories>

- Collaborate with the Editor to research and plan new articles
- Commission articles
- Write and edit articles
- Liaise with team members (e.g. writers, video editors, photographers) ensuring deadlines are met
- Liaise with communications teams at Grimshaw offices in London, Sydney, Melbourne and New York to ensure messaging is consistent
- Proofread and check articles for accuracy
- Choose supporting material, like images and illustrations
- Obtain copyright permissions where necessary to publish images
- Follow current architecture and culture events and suggest original ideas
- Use social media to draw attention to articles
- Collaborate with the Editor on social media strategy
- Schedule social media
- Provide administrative support to the Editor
- Upload articles to the Foundation's Stories page
- Create and publish newsletters

Sneak preview of the work you might be producing - <https://grimshaw.foundation/stories>

Skills and experience

Skills and Experience

- Strong writing and proofreading skills
- Proficiency in English
- Excellent communication skills – in person and writing emails
- Self-motivated. An ability to work independently as well as in a team
- Experience in (or enthusiasm for) planning and creating entertaining and engaging social media content. This could be through creating content on your own social media platforms or through your work at school or university.

- Experience in (or enthusiasm for) devising and executing social media posts. This could be through creating content on your own social media platforms or through your work at school or university.
- Proficient in capturing and producing video content specifically for TikTok, with strong video editing skills.
- Excellent copywriting skills with the ability to adapt to different brand tones of voice.
- A deep passion for social trends and contemporary culture, with the ability to identify content relevant to our audience and wider culture.
- In-depth understanding of TikTok's platform, features, and trends, with a commitment to staying up-to-date with the latest developments.
- Flexibility to work outside standard working hours when required for events, launches, or time-sensitive campaigns. In this case, any overtime hours worked can later be taken as time off.

Join our team and be part of a dynamic and impactful journey to inspire young minds through the power of art and architecture. Your creativity and expertise in the world of social media will be integral to driving our mission forward and creating a lasting impression on our audience. If you have a passion for innovative content creation and an unwavering commitment to promoting equity in the architectural community, we would love to hear from you.

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest
- Priority will be given to those that have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist

industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on Friday 29 September, you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>