



JOB DESCRIPTION

ROLE DETAILS	
Job Title	Master Storyteller (Middleweight Content Creator)
Reporting to	Marketing Manager
Contract	Full Time
Start date	February 2023
Location	London/hybrid

JOB PURPOSE
<p>Do you dream of creating a new voice in the world of responsible jewellery?</p> <p>We are a leading industry body that champions responsible business practices. Our mission is to ensure that all watches and jewellery are made in a way that put people and planet first. We have great stories to tell and we need you to create them across web, social media, newsletters and much more. Our messaging brings businesses and consumers together globally and we're looking for a writer and visual storyteller with depth and gravitas but also a touch of beauty and poetry.</p> <p>This is a skills-based role, you will be responsible for creating all content (from ideation to production), and you will need to be comfortable translating strategy into simple, readable prose.</p>

ROLE AND RESPONSIBILITIES
<ul style="list-style-type: none">• Writing, posting and responding to social content, updating the website, compiling and sending newsletters, responding to trade interviews and speech writing.• Making 'How to...' and training videos and walkthroughs.• Turning complex ideas and processes into visually appealing and easy-to-understand infographics, charts and diagrams.• Data visualisation and conversion of existing reports and documents into informative and engaging branded content.• Planning and implementing content in conjunction with the Comms and Marketing team.• Coming up with ideas for forward planning and digital campaigns and strategy
<p>About you: You are a talented storyteller with a passion for simple but informative written and visual language. You have a collaborative spirit and are skilled in moving and static design.</p>

EXPERIENCE AND QUALIFICATIONS
<p>We do need someone to come in who has a proven track record of success and can deliver on the following:</p> <ul style="list-style-type: none">• Demonstrable passion for making creative content.• Enviably design, editing and writing skills.



- Ability to identify ways to reuse and repurpose existing material into shareable audio/visual assets e.g. how can we turn 10 years of annual reports into interesting assets?
- High performer with a team mentality, who can collaborate with non-designers to create interesting and engaging learning and informative assets.
- Experience in Adobe Creative Cloud, Canva, Riverside and Microsoft. Familiarity with this software is preferred but other software expertise will also be considered.

KEY SKILLS AND COMPETENCIES

Experience:

- producing video and ad content: 2 years (required)
- Content creation: 3 years (required)

ABOUT RJC

The Responsible Jewellery Council (RJC) is an international global standards and certification organisation. It has more than 1,700 member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, coloured gemstones, gold, silver and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives. Through the implementation of the COP and CoC members contribute towards the 17 Sustainable Development Goals of the United Nations 2030 agenda. The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards.

EMPLOYMENT BENEFITS

This role will be entitled to 28 days annual leave per annum pro rata plus UK bank holidays (on pro rata basis). This role will automatically be enrolled into the RJC's company pension scheme.

HOW TO APPLY

This is a skill-based position – please send your portfolio and / or showreel and a 1 page CV. Please include examples of video edits, social media posts, infographic design (specifically, converting complex information into easy to understand graphics). You can include live and pro-active work (share what shows your abilities best).

Please email your application to sara-louise.macgillivray@responsiblejewellery.com