



Content Creator and Events Co-ordinator

Reports to: Marketing & Events Manager

Based at: The Elms, St Mary

Hours: Full time preferred (part-time considered)

Background

The National Trust Jersey (“the Trust”) is a local self-funding charity established in 1936. It is totally independent of the States of Jersey and relies on memberships, donations and bequests for the funding of its operations.

Our Content Creator and Events Coordinator is a key member of the Trust and will be responsible for delivering all aspects of the Trust’s public engagement, brand and events strategy.

About You

You will be a self-motivated individual who is able to demonstrate a high level of initiative and able to work closely within a small team whilst recognising that this at times, a stand-alone role.

You will have strong creative skills across different mediums with a keen eye for detail, presenting high quality and creative communications across all media forms, advocating and reinforcing the values and activities of the Trust.

You will be passionate about Jersey’s natural beauty, wildlife and built heritage and recognise the need for its active conservation and preservation.

Overview of the Role

We are seeking a creative and results-driven Content Creator to lead our digital media presence across all platforms. This role will be responsible for developing engaging content, managing our online communities across social media channels and our website, growing our brand's digital footprint, and aligning all social media content with marketing goals and our brand and business strategies.

As part of this role, you'll also support the Marketing & Events Manager with all events, including logistics, vendor coordination, on-site execution, and post-event follow-up to ensure every detail runs smoothly. Some events fall outside of normal working hours and so the successful candidate will be expected to work outside of normal working hours on occasion (this role recognises TOIL).

If you're an organised person and a proven content creator, who's passionate about storytelling / social media and has a love for nature, heritage and conservation, we'd love to hear from you.

Key responsibilities – Content Creation

- Assist the Marketing and Events Manager in the development and delivery of the Trust's brand and communications strategy.
- Create original, high-quality content tailored to each platform (graphics, photos, videos, captions, stories, reels).
- Write engaging copy with a strong brand voice and messaging consistency.
- Develop and implement a comprehensive social media content calendar across platforms which aligns with Trust campaigns, events and company initiatives.
- Monitor all social channels, respond to comments and messages in the correct tone of voice, and engage with the community in a timely, brand-appropriate manner.
- Stay up to date on social trends and competitor activity on the island.
- Work on building our influencer network and utilise user-generated content.

Key Responsibilities – Event Coordination:

- Assist in developing and overseeing the delivery of a broad calendar of events through which the Trust can engage with members and the public, across all the Trust's sites.
- Assist in planning, coordinating, and executing events from concept to completion.
- Support with all administrative event tasks including, Eventbrite and guest list management and communicate with attendees as needed.

What skills and experience will we expect you to have?

- 1+ years of experience in social media management, content creation or creative /digital agency experience, event / coordination role.
 - Ability to multitask, prioritize, and meet deadlines.
 - Photography and videography skills - have your own camera or a recent high spec mobile device to use to capture content.
 - Strong writing, editing, and communication skills.
 - Proficiency with Microsoft Office (Excel, Word, PowerPoint, Teams)
 - Proficiency with design tools (e.g., Canva, Photoshop or Adobe Creative Suite) and any video editing software.
 - Strong organisational skills and attention to detail.
 - A team player who thrives in a collaborative environment.
 - An interest and genuine passion for the work of the Trust and its objective to conserve the natural beauty and historic buildings of Jersey for everyone, forever.
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Nice to Haves:

- Experience with scheduling tools (e.g., Meta Business Suite) and analytics platforms
 - Passion for storytelling, branding, and digital innovation
 - Experience with paid social campaigns and ad management
 - Proven ability to grow and engage social media audiences organically
 - Knowledge of SEO, hashtag strategy, and platform-specific best practices
 - Website development
 - Creative problem solving
 - Background in charity and/ or brand building
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Benefits:

- Flexible working hours, remote work options, toil for any overtime spent at events, and professional development opportunities.
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How to Apply:

- Please submit your CV, a brief cover letter, and **links to your portfolio or previous social media work** (video and photography) to annette.blanchet@nationaltrust.je
- Applications without content examples will not be considered.