

Supporting a thriving Parliamentary democracy

Job Title:**Visual content producer****Salary:**Pay band B2
£30,985 per annum. (Appointment will normally be made at the minimum of the pay range)**Allowances:**

Share of on-call allowance

Team:

Communications office: Digital team

Number of Posts:

1

Contract Type/Duration:

Permanent

Team information

The Communications Office has been at the forefront of supporting the House of Commons throughout the Brexit process, the Covid pandemic and significant moments in parliamentary history. Through organic social media, it has kept millions of people informed and involved in the work of the House of Commons, UK Parliament and its Members.

This is a great time to join the Communications office and work with both Houses of Parliament. This UK Parliament role sits in the House of Commons communications team, which comprises:

- **Digital and Design creative hub comprising:**
 - **Digital communications:** management of organic social media for UK Parliament, House of Commons, Commons Speaker, and HOC Press, as well as oversight of House of Commons news on the parliament.uk website. Photography and videography covering Chamber events, the work of the Speaker, as well as behind the scenes, internal and corporate, historical and conservation works.
 - **Design:** overseeing House of Commons branding and design for both internal and external communications.
- **Media relations:** running the House of Commons 24/7 press office, media handling advice, providing press statements and proactive promotion of House of Commons initiatives.
- **Internal communications:** responsible for House-wide corporate communications to House Service and Parliamentary Digital Service colleagues. It also provides comms around a range of change programmes and supports the work of in-house leadership groups.

The UK Parliament social media team communicates the work of both Houses of Parliament, as well as the work of our colleagues who manage and maintain our historic collections and the iconic Palace of Westminster.

We are seeking a new colleague who will be responsible for creating and delivering visual content for UK Parliament social media accounts, while also joining in and supporting the wider communications efforts of either House when needed.

Job information

Are you a visual storyteller?

Can you capture and create photographic and graphic content that is engaging, relevant and accessible to diverse audiences?

Are you interested in navigating our fascinating organisations to work with colleagues and find the stories that matter to the people who need to know them?

Are you enthusiastic about your own professional development and the continuous improvement of your team?

As a visual content producer, you will work with a team of editorial specialists and video and photo professionals to tell Parliament's stories and engage our audiences with visual content on social media.

You'll understand what works on social and will take a lead in planning, capturing and working with images. You'll work closely with inhouse and freelance photographers to maximise the visual storytelling capabilities for the HOC digital team. This will mean ensuring images and video that are captured for social are planned, processed and used effectively across communications channels of both Houses. Visual workflow, brand awareness, as well as photographic and design skills, form part of this role. You will be a skilled communicator and team player, able to bring a range of stakeholders with you to create engaging visual products.

You will be a creative thinker and storyteller, be able to navigate a complex organisation and business areas with competing priorities, identify risks and opportunities, and able to bring colleagues and stakeholders with you as you tell the story of UK Parliament to a range of audiences.

You will do this all while exercising political and contextual awareness and adhering to strict political impartiality at all times.

In return, we will offer outstanding learning and development opportunities in professional communications skills, cutting edge leadership and management development, a brilliant team to work with, and one of the most interesting places you'll ever work.

Eligibility

This role is open to internal and external candidates.

Responsibilities

- Develop innovative digital content plans for specific campaigns and events.
- Devise and plan accessible visual content for social media and digital channels, to promote and explain UK Parliament and associated communications campaigns.

- Capture and process high quality photography across portfolios including portraits, corporate and people-based photography
- Work with inhouse photographers on portfolios including Chamber, Speaker, historical and architectural fabrics
- Work with inhouse photographers to develop and manage photography process, storage, and tasking
- Create and publish engaging and accessible news content for the Parliament website.
- Collaborate with colleagues across the organisation to develop impartial digital content as part of integrated communications plans to promote the work of the House of Commons and House of Lords.
- Provide advice and expertise to colleagues and other stakeholders on social media usage and digital communications, social media and digital trends.
- Work with colleagues on the continuous development of our social media activity, making recommendations for enhancement in line with our strategy and audience requirements.
- Evaluate and report on the success of content and other digital activity and implement improvements and changes when necessary.
- Work closely with internal stakeholders to ensure we consult on content and it is signed off by relevant parties before being published.
- Influence and negotiate to work collaboratively with other digital and communications colleagues across Parliament.

Form part of the 'out of hours' team (consisting of media relations, social media and internal communications colleagues) to act on relevant breaking news or necessary planned weekend communications. You will also take part in the duty on call digital rota, which attracts overtime payments.

Security

To enable meaningful checks to be carried out you will need to have lived in the UK for a sufficient period of time. To undergo a CTC, you must have normally resided in the UK for a minimum of 3 years out of the last 5 years.

[Click here](#) for further information.

Hours

(Full-time or part time)

Net conditions full-time working hours for staff of the House are 36 hours per week. This excludes daily meal breaks of one hour. The exact daily times of attendance will be agreed with line management.

We welcome applications from candidates who wish to work part-time or as part of a job share. If you are selected for interview, please inform the panel of the days/hours you are available to work, alternatively you can inform the recruitment team at any stage of the process.

Hybrid Working

Our mission is to support a thriving parliamentary democracy – and today more than ever, this means being ready to carry out our essential functions in Westminster and elsewhere. Since 2020 our workforce is involved in developing new, business resilient capabilities for hybrid working.

We support colleagues to deliver excellent services on the Parliamentary Estate and remotely.

While hybrid working remains part of our practice, this role's emphasis on photography means significant parts of it are in person. If you are selected for an interview, please discuss the working arrangements for this role with the interview panel.

Workplace Adjustments

As an inclusive employer, the House of Commons supports individuals in need of workplace adjustments. The workplace adjustment process prevents, reduces or removes problems you might face at work. Adjustments can be requested to help with obstacles relating to mental health, and physical or non-physical requirements. You can request a workplace adjustment if you have a disability or suffer from a difficulty or disadvantage in your workplace.

Application and Selection Process

Further details will be provided if you are successful at the initial application stage.

We may ask you to complete a test, presentation, or other assessment as a part of your recruitment process.

If you are invited to interview, we will ask you a combination of competency questions and role specific questions solely based on the criteria below. Any presentation or test requirements will be clearly communicated to you well in advance of your interview.

As a Disability Confident Leader, it is important that we are able to make appropriate arrangements or adjustments where necessary in order to create a full and equal participation in the selection process. If you require any reasonable adjustments, please contact the recruitment team to see how we can meet your needs.

Our Values

The House Service is proud of our organisational values, which will deliver our strategy. We are looking for people who can bring these values to life:

Inclusive: We value everyone equally; We respect each other; We all have a voice.

Courageous: We try new things; We own our actions and decisions; We learn from our mistakes.

Trusted: We trust each other to do a good job; We are impartial; We build confidence in Parliament with our integrity.

Collaborative: We share our knowledge and experience; We work towards a shared vision; We know we work better in a partnership.

Skills and Experience

Criterion 1

- Experience of devising, shooting and editing photos and working with images for a range of online channels, in an environment where you are accountable to a range of stakeholders.
- Experience of creating accessible, engaging organic social media content, including targeting a diverse range of audiences.
- Experience creating content in to support corporate strategic objectives in a complex organisation

Criterion 2

Excellent stakeholder management and prioritisation skills, along with experience of working inclusively and collaboratively with diverse colleagues and stakeholders.

Criterion 3

Knowledge of social media trends and experience of adapting content to take account of emerging social media and digital developments and platforms.

Criterion 4

Demonstrate an understanding of the political context within which impartial House Service employees needs to operate, along with experience of exercising political awareness and judgement.
