*This document aims to highlight the key responsibilities that could be expected of a role within a Girlguiding Anglia Inspire project team. The lead for the project will confirm all responsibilities and adapt roles as necessary once members are in post. The descriptions below are a guide to the potential areas that may need to be considered as part of a project.*

**TikTok Content Creator (Region Level Social Media Content Creation Opportunity)**

Girlguiding Anglia are looking to recruit multiple Inspire and Queen’s Guide candidates to have a key role in content creation for their new region TikTok platform.

Girlguiding Anglia are looking for candidates interested in taking part in content creation and idea generation for TikTok who have experience with social media; with video creation on TikTok or Reels an added benefit. Candidates with project management experience are also required to help coordinate the initial launch video. This project is two-fold:

1. Coordinate and contribute to the creation of a launch video (TBC for International Dance Day or similar) using member contributions, edited into a short video suitable for TikTok.
2. GGA will invite pairs of successful candidates to collaborate in creating content based around the 7 Inspire Pathways and supporting themes over a two-month period. This is an ongoing opportunity and we are interested in recruiting candidates who can assist with the project over the next 12 months and beyond.

**Reports to and supported by:**

Reporting to: Hayley Musson, Communications Officer, Girlguiding Anglia

Supported by: Frankie Wemyss, Assistant Communications Officer, Girlguiding Anglia & Ellen Tack and Georgina Barrett, Inspire Lead Volunteers

**Responsible for:** Over a two-month project period, the candidate(s) are asked to produce 10 – 16 TikTok videos (between 15 and 60 seconds in length). The videos should be in line with the Inspire Element 4 pathways and supporting themes provided by Girlguiding Anglia. Further advise on filming and a content plan will be discussed with the chosen candidate(s) to ensure the needs of Girlguiding Anglia are met and that the Girlguiding Anglia brand is represented in the correct way within the content. Advise will also be given on safeguarding. Photo permissions will need to be obtained by any candidate(s) interested in taking part in this project.

**Key Responsibilities:**

* To produce (plan, film, edit) 10 – 16 TikTok videos (between 15 and 60 seconds)
* To make use of TikTok features, filters, effects and trending audio/music in content creation
* To be aware of trends Girlguiding Anglia could create content around and elevate these opportunities to the region communications team for approvals
* To provide completed videos to the Girlguiding Anglia communications team ahead of deadlines. Deadlines will be agreed on confirmation of the filming schedule and content plan for the candidate(s) time in role
* Familiarity with TikTok and the TikTok editing platform required; or a commitment to learn how to use and edit within the platform
* Experience of video production and video editing for social media a plus