



Junior Digital Content Creator

Candidate Brief

AESSEAL plc, Mill Close, Rotherham, S60 1BZ

Email: Careers@aes seal.co.uk



ENVIRONMENTAL TECHNOLOGY

AESSEAL[®] overview



AESSEAL[®] is part of the AES Engineering Ltd Group, a global engineering and reliability company with sales exceeding £265 million. We specialise in the design and manufacture of mechanical seals and seal support systems. Our innovative products are designed to minimise environmental impact, helping to combat climate change.

At AESSEAL[®], we take pride not only in our exceptional business reputation but also in our commitment to exceeding social responsibilities. We have a strong track record of developing talent within the organisation, providing apprentices and employees with opportunities to grow, take on additional responsibilities, and advance into management roles.

View our day in the life videos:

We actively encourage employee involvement in impactful initiatives, such as collaborating with schools to inspire the next generation of engineers and entrepreneurs, sponsoring GUTS events, and achieving global Net Zero. AESSEAL[®] is also a recipient of 15 Queen's Awards, plus numerous ISO certifications. The business has a track record of achieving year-on-year sales and profit growth and has invested millions of pounds in facilities and machinery which contribute to making AESSEAL[®] a unique place to work.



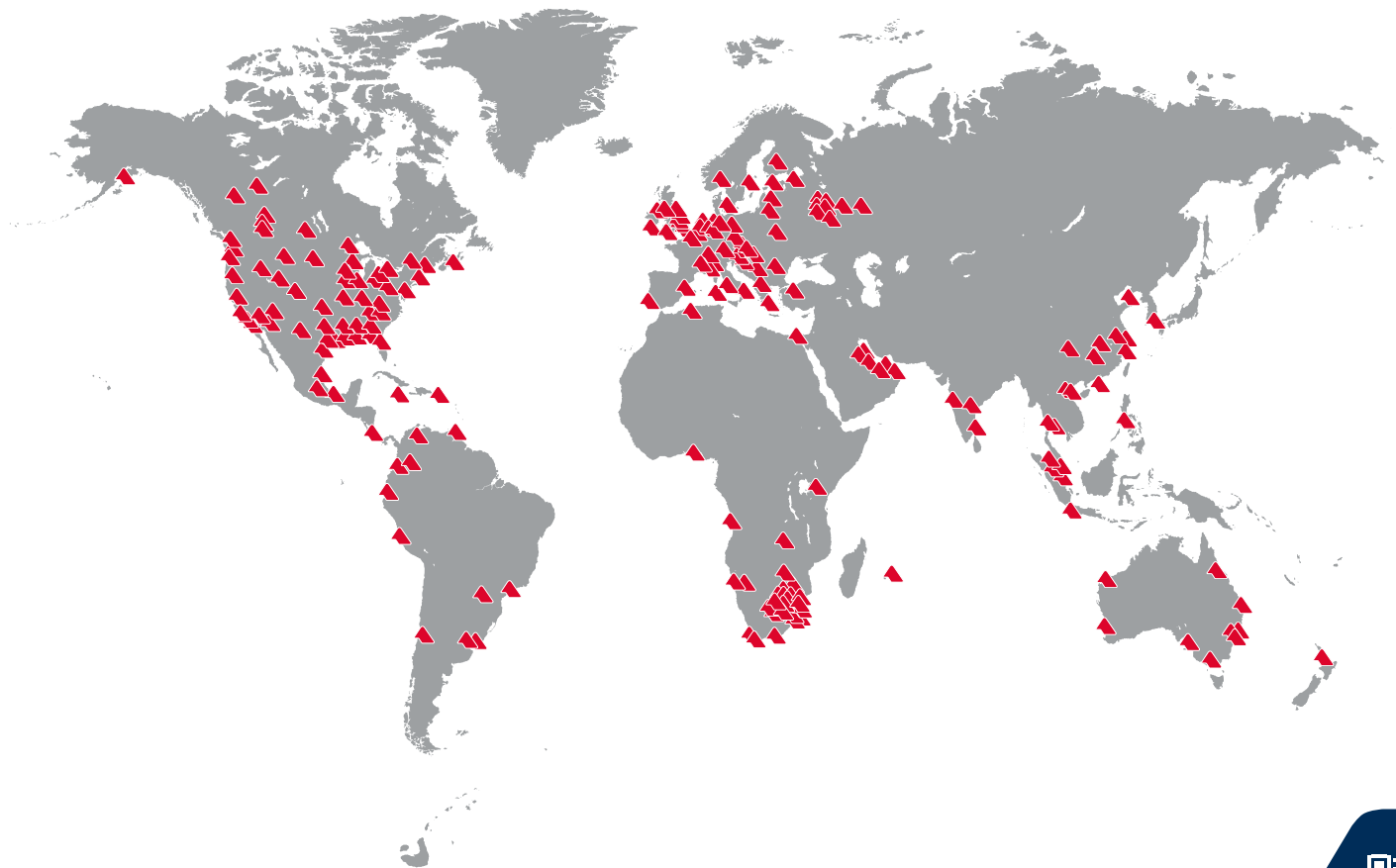
Our Purpose is to give our customers such exceptional service that they need never consider alternative sources of supply.

- We pursue excellence in order to continuously improve.
- We promote, embrace and manage change.
- We champion honesty and fairness.
- We are committed to protecting the environment.
- We create an environment where we are happy at work.

Our vision is to become the leading global reliability business, delivering solutions to help industries save water, energy, cut pollution, and create a better world.

Our focus - to us, the customer really is king. It is our focus on customer service and quality that has seen us grow year on year since we were established in 1979. Today we have 66 trading entities operating from 161 locations in over 100 countries, and employ a global network of sales engineers and technical support specialists..

C. J. Rea, Managing Director



The benefits

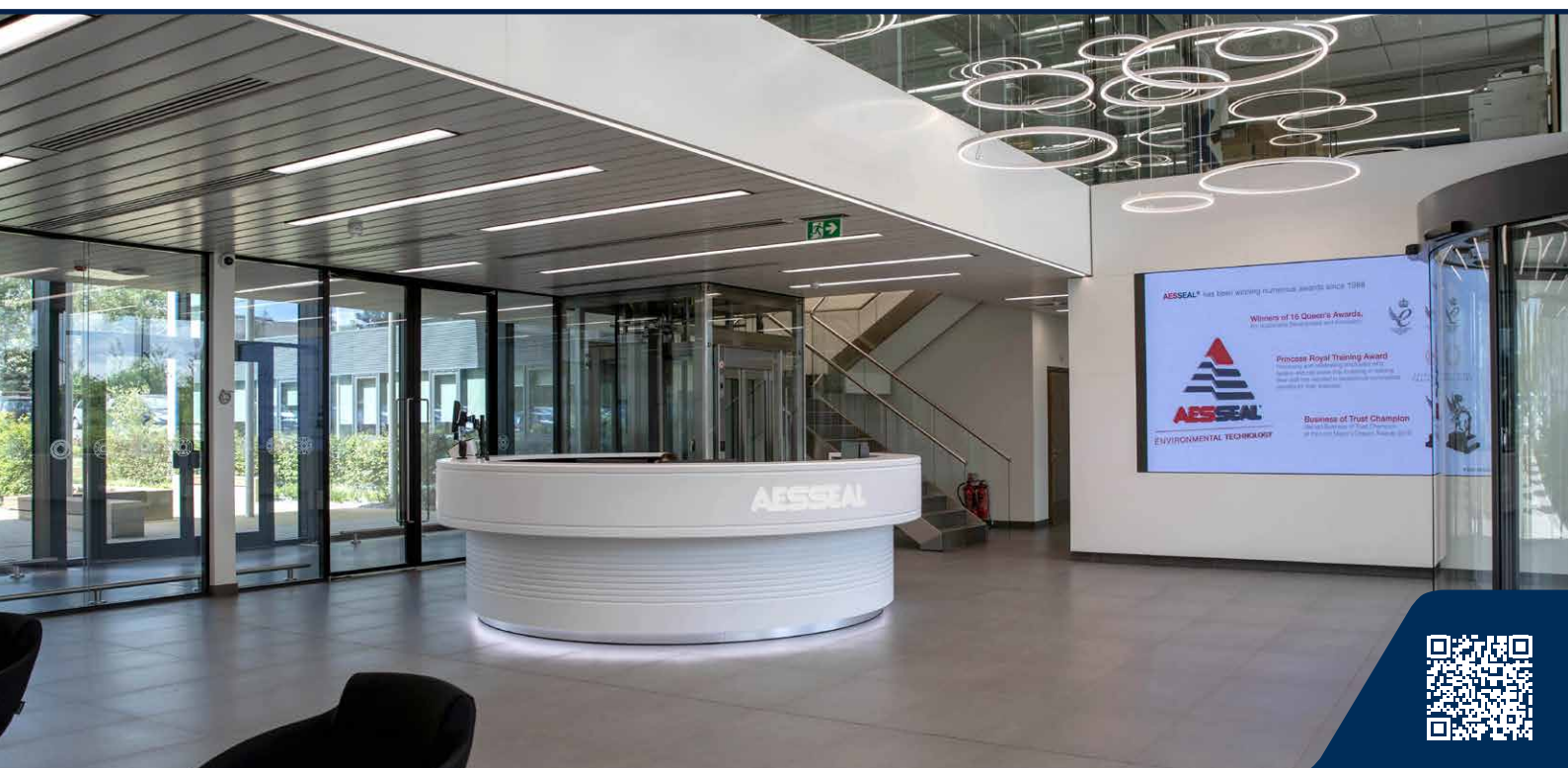
At AESSEAL®, we recruit and develop the most talented individuals, whether that's in engineering, sales, service, or support roles.

Our focus - to us, the customer really is king. It is our focus on customer service and quality that has seen us grow year on year since we were established in 1979. Today, we have 230 locations worldwide, supplying customers in 104 countries, and employ a global network of sales engineers and technical support specialists.

Working collaboratively across our global operation, we are one 'family' community, where teamwork is encouraged and clarity, mutual respect, and understanding are key. If you would like to find out more about our current vacancies and apprenticeship schemes, please navigate using the careers menu.

What are the benefits to working for AESSEAL®?

- Pension Scheme including Salary Sacrifice
- Aspire to Retire Scheme
- Life Assurance
- Length of Service Scheme (5 years, 10 years, 15 years, 20 years, 25 years, 30 years and 35 years)
- Mindful Employer – Supporting Mental Health
- Cycle2Work Scheme
- EV Car Scheme – partnered with Octopus Energy
- BenefitHub – exclusive discounts, rewards and cashback
- STAR Awards - £250 Amazon Voucher
- Sporting Tickets
- Westfield Health cover at discounted rates
- Help@Hand – Employee Wellbeing and Mental Health
- AES Tree Walk
- Free On-Site Parking and EV Charging Facilities



Job purpose



As the Junior Digital Content Creator, you will assist with video, photography and animation tasks for the UK Marketing Team. In this role, you will support the Senior Digital Content Creator and collaborate with all department members to deliver high-quality, on-brand content, ensuring deadlines are met and expectations are exceeded.

In addition to video and animation work, you will also create content specific to social media platforms, such as short-form videos, themed-day graphics (e.g., #WorldEnvironmentDay) and other engaging multimedia as well as supporting the web team with content creation and image editing for the AESSEAL® websites.

Your overall goal will be to enhance brand visibility and customer engagement, driving awareness that positively impacts sales. You will contribute by producing impactful marketing assets across a variety of platforms, including both traditional and social media.

Junior Digital Content Creator Role

Job Title: Junior Digital Content Creator

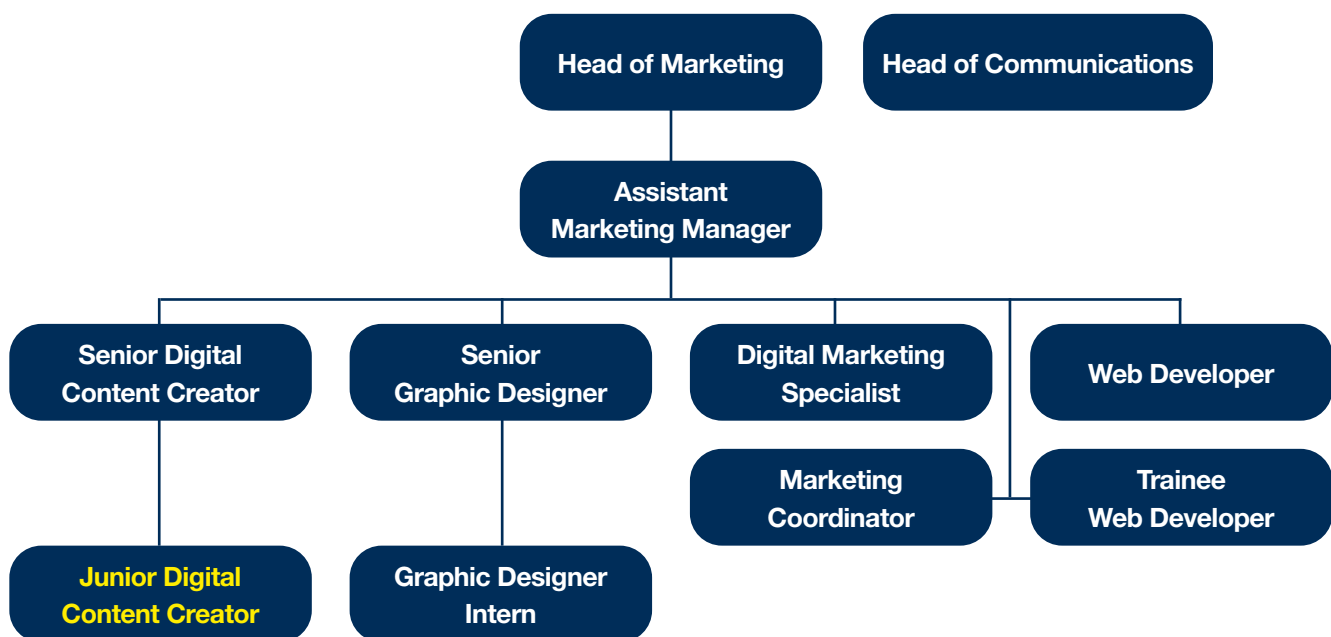
Department: Marketing

Location: Rotherham, Mill Close

Organisation: AESSEAL plc

Reports to: Head of Marketing

Organisational Chart



A. Video/Audio Production Support:

- Setting up/assisting single and multi-camera shoots including audio and lighting.
- Ingestion of assets, ensuring correct formats are used.
- Editing video/audio to a high professional standard.
- Product/Subject photography for internal and external use.
- Creation and manipulation of motion graphics for both stand-alone projects and to enhance existing video storytelling.
- Using digital effects and other post-production techniques as and when required.

B. Content Creation for Social Media:

- Create platform-specific content for social media, including short videos, graphics, and animations tailored for platforms such as Instagram, Facebook, LinkedIn, and YouTube.
- Design themed-day graphics (e.g. World Environment Day).
- Stay up-to-date with social media trends and create timely content.
- Manage content for social channels such as YouTube ensuring it aligns with brand strategy and audience preferences.
- Optimise video content for social media platforms, ensuring appropriate length, format, and style.

C. Collaborative Campaign Execution:

- Assist the team in planning, executing, and running marketing campaigns across appropriate media channels.
- Work closely with the wider team to ensure social media efforts support overarching campaign goals.

N.B This list is not exhaustive, the job holder is required to carry out reasonable tasks within their level of skill and ability.



Skills, knowledge and experience

Criteria	Essential	Desirable
Qualifications	<p>Degree level Digital Media/Content creation or equivalent.</p> <p>GCSE Maths and English or equivalent.</p>	
Skills & Knowledge	<p>Knowledge of Video/Audio editing software, preferably Adobe Suite.</p> <p>Strong understanding of social media platform trends (Instagram, Facebook, LinkedIn, YouTube).</p> <p>Ability to create engaging social content, including videos, and graphics.</p> <p>Attention to detail.</p> <p>Time management skills to meet deadlines.</p> <p>IT skills and proficiency with Microsoft Office.</p> <p>Good written and verbal skills.</p>	<p>Experience using Apple hardware.</p> <p>Basic understanding of marketing concepts.</p>
Experience	<p>Awareness of video / photography production standards.</p> <p>Social media content creation and management.</p>	<p>Experience working in a creative environment.</p> <p>Experience with Canon photographic hardware or similar brands.</p> <p>Experience creating marketing videos from filming to delivery.</p>
Character	<p>Ability to work under pressure.</p> <p>Able to adapt to changing environment.</p> <p>Desire to provide exceptional customer service.</p> <p>Eager to assist in the continuous improvement of the organisation.</p> <p>Ability to promote, participate in Health, Safety & Environmental policies.</p> <p>Ability to promote, embrace and manage change.</p> <p>Contribute to a happy working environment.</p> <p>Effective and a confident communicator.</p> <p>Motivated, keen to learn and well organised.</p>	

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