Versus Arthritis

Job description

Job title: Multimedia Producer

Reports to: Creative and Brand Manager

Department: Brand and Marketing

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to deliver the income that funds the charity’s work and the income growth that funds its ambitions. We play a key role in transforming awareness of arthritis, building the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do.  We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

Responsible for creating videos and audio output/stories for our audience. You will create engaging content that is strategically aligned by using your creative and technical skills to optimise communications. You will produce a variety of outputs including audio, photography, and video.

You will have the opportunity to deliver powerful and inspirational multi-media content to be used across external and internal content channels. You will help manage the planning and production of charity-wide content, overseeing all shoot productions from concept to final delivery, and ensuring the delivery of high-quality and on-brand video and photography assets.

Main duties

* Ensure multi-media content is making a significant contribution to delivering our strategic objectives.
* Lead on the production and delivery of video (including storyboarding and treatment), imagery and motion graphic content for our key content areas.
* Responsible for organising location shoots and filming general footage, interviews and other pieces as needed.
* Responsible for editing video, graphic and audio content as needed by the organisation.
* Manage individual project budgets foreseeing potential issues and looking for cost-effective solutions, keeping the Creative and Brand Manager aware of any challenges. In addition, support the increase in content reuse by repurposing existing video and photography assets for future and current projects.
* Draw on audience insight in the development of content to ensure it is delivering against strategic objectives for the charity.
* Stay on top of emerging trends in video and photography and identify how Versus Arthritis can capitalise on these trends to meet our goals.
* Work collaboratively with colleagues across the charity to create and deliver audio-visual and photography content.
* To embrace, embed and deliver the organisational values, commitments, and culture throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

Key stakeholders and relationships (internal/external)

* Income and Engagement teams.
* Senior leaders across the charity.
* External advisors, suppliers and experts.
* Versus Arthritis’ supporter community.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

* Experienced in photography, graphic design, and video production.
* Track record of producing video and imagery that reaches new audiences and moves people to action.
* Experience of camera operation, lighting and audio recording.
* Knowledge of professional video editing software (which could include Adobe Premiere Pro, Audition and After Effects).
* Sound knowledge and experience of film making practices at pre-production, production and postproduction stages.
* Proven track record of producing highly engaging and creative multimedia content for a variety of platforms including social media, TV and YouTube for a diverse audience.
* Photography and videography content gathering and shoots experience to meet creative briefs with sound knowledge of audio-visual (AV) and photography production. Experience in the production of video titles and graphically animated sequences.
* Knowledge and understanding of effective storytelling, engagement, response and online campaigning techniques.

Qualifications and professional memberships

* Technical experience of operating a range of photography and video hardware, cameras, tripod, lighting, sound equipment.

Skills

* Skilled at utilising the full Adobe Creative Suite.
* Creative flair for developing ideas from concept to execution, and an understanding of applying brand in video and audio.
* Thorough understanding of different social media platforms and how to tailor content for each platform, including Facebook, Instagram, X (Twitter), YouTube and TikTok.
* Proficient user of Adobe Creative Suites, including Premier Pro and Photoshop.
* Strong skills and experience of managing consents and General Data Protection Regulation (GDPR) compliance.

Desirable experience, knowledge and skills

* Experience of working for a campaigning, research or fundraising organisation.
* An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.
* Experience of co-creation and participation techniques.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES require a Criminal Record check.

End of person specification.