**Job description and person specification**

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

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| **Job title** | **Multi-media Producer** | **Location** | London office, Chesterfield office, homeworking |
| **Contract type** | Full-time | **Contract length** | Permanent |
| **Date** | January 2022 |  |  |

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| **Context** |
| We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we’ll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we’re making real progress. But there’s still a long way to go, and we won’t stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.  We’re the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We will do this by:   * Promoting what the charity offers and the impact this makes. * Getting people to buy in to the impact and benefits of what the charity delivers. * Asking people to make their own contribution. * Valuing and stewarding all those who contribute so that their commitment and engagement with our charity feels great and deepens.   Everyone in the Income and Engagement (I&E) Directorate has a role to:   * Inform, drive and support continuous improvement in our external engagement. * Put learning, wellbeing, flexibility, collaboration and inclusion at the heart of our culture. * Advocate for our brand. * Understand our organisational vision and strategy, and your role in delivering it (i.e. through leadership, management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture). |
| **Main purpose of the role** |
| The Creative and Content team will gather and tell the stories of our impact as a charity, through our work in Demand, Deliver and Discover. The team will deliver impactful creative and content through the continued evolution and application of our brand identity.  The Multi-media Producer is 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, video, animation and graphic design. |

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| **Management and key relationships** | |
| **Roles managed** | None |
| **Reports to** | Creative Manager |
| **Key Relationships** | * Income and Engagement teams * Senior leaders across the Charity * Data, Assurance, finance, HR and Performance * External advisors, suppliers and experts * Versus Arthritis’ supporter community * Relevant external networks |

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| **Main Responsibilities and Duties** | |
| **1** | **It’s about delivery and impact**   * Ensure multi-media content is making a significant contribution to delivering our strategic objectives. * Lead the creative process in audio-visual materials and content to generate concepts for campaign briefs. * Lead on the production and delivery of video content for our social media channels, including Facebook, Instagram, Twitter and YouTube. * 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. |
| **2** | **It’s about leading and managing**   * Feed into the workflow of projects for the designers and account management team, ensuring that projects have the right resources, timescales are realistic, and budgets are understood and in place. * Work with freelancers, agencies and partners where necessary to deliver compelling video content. * Manage individual project budgets foreseeing potential issues and looking for cost-effective solutions, keeping the Creative Manager aware of any challenges. * Develop strong working relationships across the organisation. Represent the Creative team at cross-organisational project groups and meetings. |
| **3** | **It’s about being audience-informed, effective and integrated**   * Draw on audience insight in the development of content to ensure it is delivering against strategic objectives for the charity. * Work collaboratively with colleagues across the charity to create and deliver audio-visual content. * Stay on top of emerging trends in video and identify how Versus Arthritis can capitalise on these trends in order to meet our goals. * Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position. * Abide by all organisational policies, codes of conduct and practices, consent and legal requirements. |

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| **Criminal Record Check** | |
| **Requirement** | This role DOES NOT require a Criminal Record check. |

**Person specification**

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| **Requirement** | | **Evaluation Stage** |
| **1** | Track record of producing video content that reaches new audiences and moves people to action. | Application/Interview |
| **2** | Experience of camera operation, lighting and audio recording. | Application/Interview |
| **3** | Knowledge of professional video editing software (which could include Adobe Premiere Pro, Audition and After Effects). | Application/Interview |
| **4** | Thorough understanding of different social media platforms and how to tailor content for each platform, including Facebook, Instagram, Twitter, Youtube and TikTok. | Application/Interview |
| **5** | Knowledge and understanding of effective storytelling, engagement, response and online campaigning techniques. | Application/Interview |
| **6** | Track record of working under pressure in a fast-paced environment – alongside excellent attention to detail and accuracy. | Application/Interview |
| **7** | Well organised with the ability to contribute to the full creative process; planning, filming and editing content. | Application/Interview |
| **8** | Creative flair for developing ideas from concept to execution, and an understanding of applying brand in video and audio. | Application/Interview |

## **Desirable requirements**

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| **Requirement** | | **Evaluation Stage** |
| **1** | Experience of working for a campaigning, research or fundraising organisation. | Application |
| **2** | An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions. | Application |
| **3** | Understanding of the issues affecting the health and charity sector. | Application |
| **4** | Experience of co-creation and participation techniques. | Application |

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

* We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people’s **health and wellbeing**.
* We value **learning** to increase our impact for people affected by arthritis.
* We value being **accountable** for our actions and have **high expectations** of each other.
* We value **persevering** with challenges when we know **it’s the right thing to do.**