

## Picture Researcher

<b>Job Level</b>	Level 3	<b>Job Reference No:</b>	
		<b>Role review date:</b>	
<b>Directorate</b>	Marketing, Fundraising & Communications	<b>Function</b>	Marketing & Mass Fundraising
<b>Service</b>	Creative Content	<b>Reports to:</b>	Picture Editor

### Scale and scope of role

<b>Direct reports</b>	N/A	<b>Indirect reports</b>	N/A
<b>Budget responsibility/ accountability</b>	N/A	<b>Accountable for other resources</b>	N/A

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

### Purpose of the role

The post holder or the Picture Researcher will support the Picture Editor and coordinate the workflow of the photo desk, working with teams from across the organisation. As well as providing in-house and

external photographic research, picture editing and sourcing, you'll also organise photo shoots and uploads to our DAM (Digital Asset Management) system.

## Key responsibilities

### Picture research & acquisition

- Provide in-house and external photographic research,
- Picture editing and sourcing,
- Support with the maintenance of photographic libraries navigating legal issues involving image licensing, permissions and privacy rights-
- Editing, uploading photographic images and collaborating with the Content Library Officer for timely uploads to the internal photo archive (Stories Hub)
- Addressing ad-hoc photography requests from across the organisation.

### Responding to briefs

- Managing photography-related inquiries from both internal and external stakeholders attending initial briefing meetings
- Organising photoshoots and coordinating with photographers
- Managing and updating database of UK and international freelance photographers
- Work with Production team to process freelancer invoices

### Pre & post-production of new images

- Image captioning
- Uploading images to StoriesHub, our photographic digital archive
- Assisting in production workflow, including archiving, labelling, and project organisation to maintain consistent processes
- Maintain and grow a network of freelance photographic talent in the UK and overseas.
- Support and further develop our approach to ethical visual storytelling and champion this approach across the organisation and our photography output.

### Emergency Appeals

- Provide assistance to deliver an effective emergency response with relevant images.
- Supporting the Picture Editor in selecting images during rapid-onset emergencies, focusing on priority visuals across all channels

### Team Member

- Actively participates in all team meetings
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Pre-engagement checks

### Criminal Records

Type of criminal record checks required for this role:

<b>England and Wales – Disclosure and Barring Service (DBS)</b>
<ul style="list-style-type: none"> <li>• <b>None</b></li> <li>• Enhanced – Adult workforce</li> <li>• Enhanced – Child workforce</li> <li>• Enhanced – Child and Adult workforce</li> </ul>

**Drivers Check** - Required – No

### Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and Skills	S	I	A
<b>Essential</b> <ul style="list-style-type: none"> <li>- Knowledgeable and skilled in working with photographic libraries to research and acquire the strongest images</li> <li>- Considerable professional experience of working on a photo desk and coordinating the setup of photography shoots</li> <li>- Working knowledge of ethical image standards and consent</li> <li>- Ability to follow best practice processes and ensure we are following our image and brand guidelines</li> <li>- Ability to work in a fast-moving, deadline driven environment - delivering multiple, concurrent projects.</li> <li>- Excellent understanding of production processes and workflows for photography</li> </ul>	X  X   X X	X X  X  X	
<b>Desirable</b> <ul style="list-style-type: none"> <li>- Excellent team working</li> <li>- Confident in negotiating and building relationships</li> </ul>		X  x	

<ul style="list-style-type: none"> <li>- Ability to interrogate creative briefs and deliver ideas in response to brief</li> <li>- Knowledge of digital content designed for social media, website and third party/external media channels</li> <li>- An understanding of image reproduction and the varying formats required and advance skills in image editing.</li> <li>- Working knowledge of marketing communications channels and various photography specifications</li> </ul>	X	X	
<b>Experience</b>	<b>S</b>	<b>I</b>	<b>A</b>
<b>Essential</b> <ul style="list-style-type: none"> <li>- Experience working in a picture researcher role within a publisher, agency or in house creative team</li> <li>- Proven experience of working with relevant photography editing tools</li> <li>- Demonstrated the ability to think creatively and explore new collaborations</li> <li>- Proven experience of liaising with clients, photographers and colleagues to ensure deadlines are met</li> </ul>	X	X	
<b>Desirable</b> <ul style="list-style-type: none"> <li>- Experience of working on an emergency appeal in a charity setting to source the best images under pressure</li> <li>- Experience of working in charity sector</li> </ul>	X	X	
<b>Additional requirements</b>			
<b>Essential</b> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>		X	
<b>Values in action</b>			
<b>Dynamic - We move forward as one team</b> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning</li> <li>- When the unexpected happens, we are calm, quick and efficient</li> <li>- We respond smartly, using clear processes and systems</li> </ul> <b>Compassionate - We stand for kindness</b> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are</li> <li>- We have genuine, open-minded conversations</li> <li>- Together, we're a united force for good</li> </ul> <b>Inclusive - We are open to all</b> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect</li> <li>- Every person's uniqueness is valued, supported and celebrated</li> <li>- Our individual backgrounds and experiences make our organisation stronger</li> </ul> <b>Courageous - We are bold</b> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing</li> <li>- We aren't scared to test our creative ideas</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.