

Content producer

Job Level	3	Job reference No.	
		Role review	August 2021
Directorate	Communications & Advocacy	Service/Function	Marketing Communications
Reports to	Multimedia Manager	Contract Type	7-month Fixed Term

Scale and scope of role

Direct reports	0	Indirect reports	0
Budgetary responsibility / accountability	N/A	Accountability for other resources	N/A
Reach and impact	A key role within a busy and ambitious content team, the content producer will support the development and delivery of education communications. This enables the British Red Cross to continue building our learning service reach with young and adult audiences.		

Context

We help anyone, anywhere in the UK and around the world, 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 global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything 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.

Purpose of the role

At the British Red Cross, we want to create memorable and meaningful interactions with audiences through high quality, authentic, and creative content, which demonstrates the role we play in connecting human kindness with human crisis.

As our content producer, you'll help bring our education service to life, in keeping with our tone of voice and brand style. You'll pitch multimedia concepts, write scripts, edit video and work with freelancers as required to drive creative solutions which increase our audience reach.

Main responsibilities

develop innovative and engaging education resources for young and adult audiences.

- Respond to new creative opportunities as briefed by content developers in community education team
- Ensure development and delivery of content to a high standard and using our brand tone of voice. Seeking audience insight and channel output requirements
- Plan and prioritise own workload according to delivery schedule as supported by the production team
- Work collaboratively with content and education colleagues to drive idea generation. Seeking to overcome challenges with creative solutions
- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic)

Pre- engagement checks

Criminal Records

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required No

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 in the UK. 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 partnership, 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 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

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	<ul style="list-style-type: none"> > Excellent experience of practical working knowledge of multimedia content development > Strong understanding of video shooting and editing, photography commissioning and use of images, audio, animation, sound effects, graphics and special effects > Ability to be led by insight and develop creative ideas against key objectives. Exploring and challenging creative briefs in collaboration with wider teams > Commissioning multimedia content through external agencies and partners > Ability to repurpose content for appropriate channels > Knowledge of and experience of ethical use of imagery in public facing media. > Understanding of digital marketing communications, social media and online video channels, and an understanding of how to develop effective call to action to generate responses 	S	I	
	Desirable	<ul style="list-style-type: none"> > Understanding of education and charity sector. > Knowledge of image rights and rights clearance processes > Understanding of SEO and how this can be used to maximise impact for content 	S	I	
Experience	Essential	<ul style="list-style-type: none"> > A demonstrable track record of working in a team to develop effective and impactful audience focussed multimedia content for public facing channels. > Clear demonstrable experience of developing and implementing solid production processes and workflows to underpin delivering a large volume of multimedia projects in a busy environment > Understanding of multimedia infrastructure and content management systems. 	S	I	
	Desirable	<ul style="list-style-type: none"> > Experience of working in-house for a large, complex organisation. > Experience of translating web metrics such as YouTube, Facebook, Instagram to help measure impact and feed back into the production process 	S		

Additional requirements	Essential	<ul style="list-style-type: none"> > Upholds the fundamental principles and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). > Ensures inclusive practice and promotes diversity. 		I	
	Desirable				

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.