

JOB TITLE:

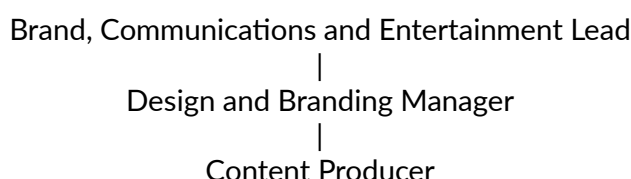
Content Producer

Department	Division	Reports to	Salary	Type of contract
Income and Engagement	Brand, Communications and Entertainment	Design and Branding Manager	£30,000 – 33,000 per annum	Full time, permanent

Location:

This position will be based out of our Reading office but at Make-A-Wish we work in an agile manner that allows individuals to work remotely and come into the office when desired or needed as part of carrying out their role. In this role we anticipate travel either to our Reading hub or to other events around 2-4 times per month.

A limited number of mandatory cross-organisational meetings and training will be expensed. Travel to the Reading office outside of these occasions are expected to be covered by the individual.

Direct reports/Immediate relationships:

Core Purpose:

Support on the creation, production and editing of all visual content for Make-A-Wish UK which aligns with the organisation's overarching strategy and goals, and the core content objectives across the year. This includes video, photography, audio and event materials. Collaborate with those across the organisation to anticipate content needs, drive effective project management to ensure timely delivery, and ensure consistent brand and messaging is communicated on all our channels and networks.

Key Responsibilities:

- Editing video and photo content in line with briefs, producing powerful story-led content that drives optimum results, fulfilling the organisational content strategy.
- Creating a wide range of video content including social media shorts, appeal films, events coverage and adverts.
- Managing the flow of visual content production and timelines in consideration of cross-organisational requirements.
- Working with external videographers, photographers and content-related freelancers to ensure they are fully briefed to maximise content quality as well as informed and competent regarding the sensitivities around capturing wish family content safely.
- Attending some out of hours wishes and events, such as our annual ball, to manage content capture opportunities, coordinating freelancers and external stakeholders to meet required briefs.
- Responsible for managing Make-A-Wish production equipment, and for the maintenance of said materials.
- Anticipating and actively seeking out the content needs of the organisation, ensuring all content we capture has intent and purpose behind it, and considers how we can maximise the value from the opportunity, so it goes beyond one-off asset creation to drive optimal return on investment.

- Have an understanding of what content and formats resonate most powerfully both within and beyond the sector, applying these insights and learnings to drive results at Make-A-Wish.
- Empower, inspire and champion wish families to allow us to capture authentic, impactful stories that drive our income generation activities, working closely with the Wishgranting team alongside Communications team colleagues to ensure we capture the right stories in the right way.
- Championing the alignment internally on a consistent approach to applying key messaging to content as it applies across all teams.
- Ensuring our values are brought to life across all our content and it inspires people to action – to donate, to volunteer, to share, to fundraise.
- Work closely with those across the organisation to support on the creation of frameworks and toolkits to support and empower our local communities to generate and share content to drive engagement (both locally in their regions and for use on our channels), with consideration around all safeguarding, permissions etc. This will also include developing new processes for the creation and curation of content captured.
- Playing a key role in the implementation of a new digital asset management (DAM) system and the education/uptake of the wider organisation.
- Maintaining safe and effective organisation of files, handling the appropriate storage of content and ensuring consent is acquired and safely stored in compliance of our GDPR and safeguarding protocols
- Ensuring brand standards are maintained for the creative aesthetic of all produced content, working with the Design and Brand Manager to ensure we have a consistent tone of voice, identity and branding across all we do.

As a Make-A-Wish colleague, you will also need to:

- Be led by the needs of the wish child in all we do and make decisions as close to the child as possible and wherever possible by the child.
- Actively support our wishgranting through voluntary activity to support Make-A-Wish. We encourage all colleagues to become Wish Makers.
- Have a practical understanding of the Make-A-Wish values: Be Magical, Be Inclusive and Be Inspiring
- Strengthen relationships between different members of the Make-A-Wish community to ensure everyone works in collaborative and inclusive way.
- Attend organisational meetings, like symposiums and town halls.
- Keep yourself informed about things going on across the organisation by making use of internal communications channels, e.g. Teams, Wish Wisdom (our colleague newsletter).
- Keep yourself informed on the strategy and plans of the organisation in order to be able to fully contribute to them through your role.
- Actively listen to other people, particularly those with views that are different to your own.
- Embed the principles of our Equality, Diversity and Inclusion Charter within your role.
- Be open to collaboration and working across different teams to help the organisation achieve its strategic objectives.
- Be able to work independently in an agile environment, understanding that different people across the organisation have different working patterns.
- Be able to work with your colleagues and other members of Make-A-Wish community as one team, united in a common vision and mission, and support organisational efforts of reaching every child by, for example, answering phones when other teams are busy, supporting activities happening across the organisation, etc.

PERSONAL PROFILE

To be successful in this role you will need:

Demonstrable experience of producing and editing content with storytelling at the heart and producing content and campaigns that have driven measurable action and results – i.e income/signups/sharing.

This includes:

- Video editing, particularly using Adobe Premiere Pro
- Experience of with wider Adobe Suite tools
- Encouraging and embedding user-generated content
- Practical knowledge of video production and operating basic equipment
- Experience conducting face-to-face, telephone and/or email interviews (if no experience, be willing to learn)
- Experience working in the non-profit sector and specifically of developing and delivering fundraising stories is desirable but not essential
- Other forms of storytelling media

Have an understanding of:

- Different channels, audience requirements and response approaches
- Audience insight and how it applies to developing content and stories frameworks
- Experience of working with networks
- Championing the importance of applying consistent, powerful messaging and content
- What makes effective content, how to measure content effectiveness and how to utilise this to optimise future capture.

Have experience of working with others including

- Being part of a team delivering different objectives
- Inspiring and encouraging self-development in team members/colleagues, having the ability to both give constructive feedback and relishing receiving it.
- Setting objective and KPIs and managing performance towards these
- Integrating volunteers and networks into teams
- Volunteer management
- Working with Wish families/ project users to tell their stories.

Have excellent communication skills, including:

- Ability to work effectively at different levels in the organisation, including with those whose views who may differ to your own.
- Ability to articulate core concepts in different formats and approaches with an appreciation of different levels of understanding both within and outside of the organization.
- Ability to negotiate and influence across different organisational levels (to support planning/prioritisation)

Understand the use of regulatory frameworks, best practice and ethical issues related to:

- Content capture and permissions/use
- Knowledge of regulatory frameworks around fundraising
- Understanding of advertising and influencer regulatory frameworks

- Understanding rules around marketing to children and young people
- Safeguarding compliance
- Data protection compliance

Show evidence and experience of:

- Using MS Office tools, in particular Outlook, Word, PowerPoint and Excel to support delivery of work
- Using and updating CRM tools – Salesforce
- Digital asset management tools
- Producing reports and analytics
- Reading and interpreting data
- Managing basic finance and budget