![Sightsavers logo]

Job description

Job title:	Digital asset manager
Job location:	Remote/hybrid working (office at Haywards Heath, UK)
Reports to:	Head of content and stories
Responsible for:	N/A
Contract:	Permanent
Department:	Campaigns and communications / PS2

Background

Sightsavers' content and stories team has responsibility for developing creative concepts and content in response to communications briefs, as well as supporting the organisation with video and editorial services, and sourcing photography, video, audio and written stories from projects across Africa and South Asia. This work generates a huge volume of multimedia digital assets which need to be easily searchable by everyone in the organisation. We've recently moved to a new digital asset management system which requires an ongoing process of training and development.

Job purpose

We're looking for a highly organised and proactive digital asset manager to take responsibility for our vast library of content, which we're constantly growing and administering.

As digital asset manager you will be responsible for embedding and maintaining our new digital asset management system (Asset Bank), offering training and support to staff and refining the usability of the platform, as well as overseeing our video storage server. Working closely with the content and stories team you will develop workflows for preparing and uploading new content and you'll lead their implementation.

You will inspire staff with available content, finding creative ways to make the organisation aware of the assets the team is producing.

You'll need to make strategic decisions and plans for optimising and promoting the system and its contents, but you won't shy away from getting stuck into the day to day of preparing and uploading content.

Principle responsibilities

General
- Ownership of digital asset storage systems with strategic decision making about process, structure and content

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Asset preparation, upload and categorisation – maintaining consistency and quality across systems

- Design workflow processes for tracking, receiving and uploading new assets
- Stay informed about the team's production and story collection projects to proactively manage logging, storage and preparation once production is completed
- Upload/store new content with appropriate metadata and user permissions
- Develop a plan for working through the backlog of content, including people management to ensure processes are completed in a timely manner
- Use initiative and research to complete preparation of past content where required
- Maintain high tagging and ethical standards and perform quality checks to ensure all available content is searchable and appropriate for external use
- Monitor asset themes and highlight gaps in our library to prioritise in story collection
- Support with asset preparation where required (translations/transcriptions of audio, editing transcripts, photo sorting, caption checking, consent checking)

Asset promotion
- Regular organisation-wide sharing of new assets, developing creative ways to communicate the team's work

System development and maintenance
- Regularly review and make recommendations to improve the user experience and accuracy of the DAM, based on user research
- Set up a system for user feedback
- Monitor searches to improve metadata taxonomy
- Act as main contact for the external digital asset management system supplier, working on any bugs or improvements with them
- Liaise with other sector digital asset managers and multimedia content managers to benefit from external experience
- Explore the potential for use of DAM as an asset production workflow system, working with project managers

System support and training
- Regular group training for new staff users and users in need of a refresh
- Assess the feasibility of staff and photographers directly uploading content to help streamline processes
- Provide advice on finding the right assets
- Update user guides based on user feedback and new developments
- Support the implementation of the ethical content policy by including guidelines for ethical content use and safeguarding considerations in training
- Promote the DAM across the organisation, especially the need to centrally store all assets collected directly from project delivery teams

Cross team collaboration and learning

- Contribute to creative learning and inspiration within the content and stories team, campaigns and communications directorate and stakeholder teams

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- Contribute to creating and maintaining team culture
- Build relationships with the web, design and branding team to share learnings on production management best practice and promote integration between the teams
- Build relationships outside the team to promote the work of the team and encourage open discussion and feedback about processes and systems

Jobholder entry requirements - the essential knowledge, skills and behaviours required

Knowledge (education and related experience):

- Experience of developing and managing processes and systems
- Experience of working with digital asset management systems, preferably in an international NGO
- Knowledge of Asset Bank highly desirable
- Proven experience of organising a wide array of assets and associated information at a high level, with accuracy and attention to detail and using a structured approach
- Proven understanding of digital image asset workflow and processes
- Proven experience of gathering and implementing user feedback
- Good analytics and reporting skills
- Excellent understanding of consent processes for image use
- Solid knowledge of GDPR
- Good understanding of user experience principles
- Proven experience of delivering training
- Knowledge and understanding of digital file formats (image, video, etc) and media usage rights terminology
- Ability to identify the qualities of good images and stories, and the detail needed to make a complete story
- Awareness of content ethics, in the context of international development
- Experience of Microsoft SharePoint highly desirable

Skills and behaviour
- Extremely organised and logical
- Great team spirit and encouraging mindset
- Ability to set and follow up on expectations around content preparation, being firm but supportive
- Exceptional communication skills, both written and verbal, with the ability to tailor communications to different audiences and cultures, and the ability to explain complex processes in a simple way
- Supportive and patient
- Ability to manage own workload, balancing day to day responsibilities with longer term projects
- Ability to use initiative, research solutions independently but ask for support where needed
- Keen interest in photography and storytelling

- Incredible attention to detail
- Ability to develop strong relationships with stakeholders across the organisation
- Excellent problem-solving skills
- A curious and inquiring mind
- Excellent presentation skills
- Excellent time management and ability to work independently
- Proactive and self-motivated
- Flexible and adaptable

Key relationships

Internal
- Content and stories team
- Campaigns and communications directorate
- Website, design and branding team
- Project implementation staff in country offices
- Fundraising teams
- Business information systems and finance systems team
- Research, monitoring and evaluations
- Policy and programme strategies

External
- DAM supplier
- Sector peers
- Photographers and videographers
- Translation/transcription suppliers
- Design, video editing and editorial freelancers