



NSPCC

**Together,
we'll change
children's lives**

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Registered charity numbers:
216401 and SC037717.

Job Description

Job Title: Video creative
Directorate: Communications and Marketing
Department: Brand and Content (Creative)
Date Amended: 23/09/2024

Context and Background

The NSPCC's mission is to end cruelty to children in the UK. To carry out its charitable work and achieve its strategic objectives, the NSPCC must communicate efficiently and effectively with the maximum possible impact, relevance, and emotional resonance. Communications need to engage all key audiences including supporters, professionals, service users, volunteers, and the public across a variety of offline and online channels (paid, owned, and earned).

The NSPCC's Brand and Content team create compelling, relevant content for our audiences. Informed by channel and creative expertise, the team are focussed on delivering practical advice and support to keep children safe.

The Creative team sit within Brand and Content, providing a range of services, advice and creative expertise for the wider organisation related to campaigns, services, social media, copywriting, web content, and organic social.

The Creative Team's focus is to:

- lead the development of the organisation's brand and content strategy and creative execution.
- tell a clear and inspiring story of what we do and the impact we have as a charity
- develop, deliver, and optimise content for our audiences across all channels – paid, earned and owned.

Reporting to the Creative Director and supporting the rest of the Creative team, stakeholders and commissioners, you will ensure our video content is relevant, engaging and tailored to audience and channel.

Job purpose

This role will deliver video content across a variety of briefs, advising and working closely with teams across the organisation. The postholder will work alongside other creatives (copy, production, design, organic social, web content) to ensure best-practice video creative, working to budget and schedule, suitable to channel.

This will involve deploying a combination of **hands-on creative skills** (shoot / edit / simple motion graphics) and commissioning **external video production**.

Key relationships - Internal

- Reports to the Creative Director, Brand and Content (Creative).
- Works closely with the Creative Director, Film and Photography Producer, Creative team, Organic social and Web content
- Works collaboratively with all teams across the organisation who are responsible for developing video propositions and content, to ensure creative excellence.

Key relationships - External

- This role briefs and collaborates with external agencies, freelancers, and contributors.

Main duties and responsibilities

- Creating or commissioning video/animation/gifs/motion graphics in response to a variety of briefs.
- An understanding of the difference audiences, content and platforms for both the NSPCC and Childline and ability to work across both
- Collaborating with Brand and Content team and other stakeholders to develop effective and engaging video content
- Interpreting briefs and requests applying creativity to meet audience and channels objectives
- Understanding established and emerging social trends
- Supporting and developing skills, process and workflows
- Sharing knowledge with peers, stakeholders and commissioners about what makes video content effective and engaging.

Responsibilities for all staff in the Communications directorate

A commitment to safeguard and promote the welfare of children and young people

- To actively participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to NSPCC's communications activities.

NSPCC

- To maintain an awareness of own and others' Health and Safety and comply with the NSPCC's Health and Safety policy and procedures.
- To take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news.

Person specification

- Experience in hands-on creation of video assets, especially for social channels
- Comfortable using the Adobe CC suite (some combination of Premiere, After Effects, Adobe Express, Photoshop, Illustrator) or similar.
- Practical photography and shooting (DSLR / phone / similar) skills preferable.
- Experience working with and commissioning external video production.
- Experience working with budgets and scheduling.
- Ability to translate objectives and audience insight from a brief into strong video content.
- Consistently delivers to high standards with a strong attention to detail whether responding to reactively or within planned timeframes.

Safer Recruitment

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of all children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

Our principles:

- Always seek to recruit the best candidate for the role based on merit including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.

NSPCC

- Committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability and who meet the minimum requirements in the person specification of the vacancy they are applying for.
- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering their time with us.
- Any current member of staff or volunteer who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.
- As an organisation committed to safeguarding, we will ensure all under 18's joining the organisation will have ongoing risk assessments to ensure their role and activities are safe and appropriate.
- All documentation relating to candidates will be treated confidentially in accordance with the GDPR legislation.