

Job Title (Location)	Multimedia Producer Hammersmith (with regular UK travel)
Salary and Band	Band 6 – £40,242 - £48,017 (includes London weighting)
Annual Leave	27 days plus 9 Bank Holidays
Reports to	Creative Lead

About Maggie's

Maggie's provide a different kind of cancer care in our specially designed centres across the UK and online. Working alongside NHS hospitals, Maggie's centres are staffed by expert Cancer Support Specialists, Psychologists and Benefits Advisors, helping people to take back control when cancer turns their life upside down. Visitors to our centres tell us the help we give them is life-changing.

Our long-term ambition is to be there for everyone with cancer in the UK, at all 60 NHS cancer centre sites. We want to make sure that there is no-one living with cancer who can't get the expert psychological and information support that they need to live the best quality of life possible.

About the Role

The Multimedia Producer will deliver compelling content for Maggie's online channels, website and social media, helping us grow our fundraising, programme and marketing in innovative, clever ways. You will be the go-to person for managing and creating video and photography at Maggie's, working closely with our Stories Producer, Social Media team, and Creative Lead to make, take, manage and edit video and photos that clearly, powerfully and consistently demonstrates the impact we have.

The post-holder will have the proven ability to shoot and edit to high standard, as well as lead and brief others in filming projects. The role will balance projects where you are behind the camera with those where you are managing agencies and freelancers too. You will see the value in editing pre-existing footage – from agencies, freelancers, and UGC – with part of the role speaking to your ability to reversion content imaginatively. You will manage and oversee our new video archive, keeping it up to date your own shoots, as well as those done by external freelancers and agencies. Experience managing a Youtube channel will be really helpful, as your voice and experience helps to shape and grow our Content Strategy across Maggie's owned and earned channels.

The role will work closely with our Creative Lead and Social Media team to develop and produce new forms of content across our digital channels. You will be full of ideas for what we can do better, able to research and reflect back new ways of producing videos from the sector and beyond, and keen to analyse and learn from the performance of Maggie's (and sector-wide) content on different platforms.

As the in-house expert on video, photo, and audio production, the role will support and upskill our centre teams with their own video production. Experience in training others will be a plus as you will be expected to run training sessions with colleagues to build their capacity in content collection.

Regular travel across the UK will be required.

About the Post Holder

The ideal candidate will be able to work to multiple briefs at once, producing high quality work in a timely and organised manner. You will be emotionally intelligent, able to interpret and tell different types of charity stories well – and you will be comfortable moving between producing work that speaks to different audiences while communicating our essential brand codes.

You will be a hands-on all-rounder, with lots of experience creating interesting, clear and consistent video and photography. You'll have a passion and in-depth knowledge of video, photo, and audio production, and be as comfortable editing and shooting as you will be managing others in the process. You will be organised, happy to update logs and archives, with a strong understanding of what works across different channels on social media and video platforms.

You will be inquisitive and creative, enjoy coming up with fresh ideas and approaches to creative content, seeking out new and interesting ways to communicate with our audiences. You will take an interest in analysing and learning from the performance of videos, and see the value in reversioning content to help tell our story well.

You must be able to work sensitively and with empathy to support people through the filming process, whether centre visitors, staff, CEO, NHS colleagues or ambassadors. You'll enjoy managing briefs as much as editing and filming and be extremely IT literate and comfortable learning new systems quickly.

Key Responsibilities:

- Regularly create in-house video and photography content for across Maggie's.
- Regularly manage external agencies and freelancers, from brief to completion
- Update and maintain our video archive, keeping all films and rushes organised from all shoots.
- Carry out regular testing of different video, photography and audio types and evaluate their success to inform future content.
- Deliver a value-for-money approach to our content production.
- Work with our CEO and senior team to film key organisational messages for the charity.
- Run our Youtube channel, informing and improving our Content Strategy.
- Research and suggest new, creative and innovative approaches for content production.
- Upskill regional and centre teams in the organisation in video and audio production, and management of these processes.
- Regularly report on progress of agreed briefs, updating on new content to internal stakeholders.
- With the Creative Lead put together targets for the performance of our content and regularly report back on the impact.
- Work with the Communications teams to develop better multimedia content for our website.
- Ensure our video approach adheres to organisational GDPR policies around data and consent.

Essential skills and experience:

- 5 years experience in shooting and editing video, photography and audio.
- 5 years experience in managing agencies and freelancers in multimedia production.
- Excellent editing skills (Adobe).
- Experience working to a brief to produce multimedia content for different audiences.
- Exceptional project management skills and ability to prioritise workload to tight deadlines.
- Demonstrable track-record of producing content for fundraising purposes and campaigns.
- Demonstrable experience of producing successful content for social media including Facebook, Instagram, Twitter, YouTube, TikTok and LinkedIn.
- Able to work with a wide range of people and get results from contributors
- Experience of managing a digital asset management system, and in managing video workflows and shoots. Experience developing inclusive and accessible content.
- Experience in Stories collection or Graphic Design
- The ability to apply audience insight to creative work, shaping briefs and expert creative
- Proven ability managing complex video storage tasks and post-production workflows.
- Ability to build meaningful working relationships (internal and external) to get results.