

Job description

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland.

Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it.

Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Job title	Motion design producer
Directorate	Fundraising, communications and engagement
Team	Brand, marketing and communications - multimedia
Job title of reporting manager	Senior multimedia manager
Job title(s) of direct reports	n/a
Document created (month and year)	May 2024

Overview of directorate

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is so be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- Brand, marketing, and communications
- Digital
- Press, PR and celebrity
- Individual engagement and supporter operations (incl. supporter experience)
- Community and events
- Corporate partnerships
- Philanthropy and special events

Job purpose

The focus of this role will be primarily to manage all aspects of motion graphics projects. From liaising on the initial brief, planning resources and working with the other producers in the team to ensure that the project is delivered on time and budget. Liaising with clients from different departments, owning and producing motion projects under the direction of the senior multimedia manager. Deputising for the senior manager as and when necessary.

Key tasks and duties

Motion graphic and animation production

- To identify opportunities to introduce motion graphics and animation in the charity's brand.
- Build asset libraries that can be utilized by other teams.
- Manage libraries of assets for use on social channels i.e. the company GIPHY channel.
- To support teams across the charity to identify how best to utilize animation for their purposes.
- To understand how design principles influence 3D and 2D production as they relate to motion content creation.
- Work alongside senior designers to develop the charity's brand guidelines, develop a motion design house style and be its ambassador.
- To sign-off any motion design created by third party suppliers in conjunction with the senior manager.
- Lead on ideation from storyboarding and animatic creation, to final asset production.
- To work with relevant individuals across the charity to develop and manage appropriate guidelines and processes for animation and motion products.
- To regularly evaluate the effectiveness of our motion and animation material and identify gaps and opportunities.
- To work with all teams across the charity (including but not restricted to digital, health information, research communications, services, nursing, public health and wellbeing, people and organisational development and all areas of fundraising) to deliver motion graphic assets

for websites, emails, social media platforms and press activity.

- To keep up to date with current and future industry trends, competitors and new work coming out in industry.
- To support the multimedia producers and senior manager with multimedia productions.
- Liaise with voice actors, representing the charity on the various portals

Video and photography

- Assisting on photo/video shoots, editing of visual content including photos, video and graphics when required. Producing occasional video and photography projects

Creative services

- Support teams across the charity, including health information, fundraising, policy, digital and research in using the Breast Cancer Now brand effectively. This will involve helping to develop creative ideas.

Administration

- Management of motion design on Brand Hub, our in-house depository for a/v, graphics, logos and photography content.
- Any other duties as directed by and agreed with line manager.

Person specification

Qualifications and experience

It's **essential** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
Multimedia production experience	✓	✓
Expert skills in Motion graphics using adobe suite	✓	✓
Relevant demonstrable experience in a design, artworking or creative role	✓	✓
MAC and PC literate		✓

It's **desirable** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
Experience of managing agencies and freelancers	✓	✓
Qualification in subject related to multimedia production	✓	

Skills and attributes

It's **essential** for you to have the following skills and attributes:

	Method of assessment	
	Shortlist	Interview
Good oral and written communication skills and the ability to communicate clearly with a wide-range of people at all levels and able to present ideas both orally and visually	✓	✓
Excellent adobe creative suite skills, including indesign, Photoshop and Illustrator	✓	✓
Strong people skills to build effective working relationships at all levels and across departments and on location with photo/video contributors	✓	✓
Excellent attention to detail and creative judgement		✓
Excellent organisational and prioritisation skills		✓

Work at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges and making the most of in-house talent and resource		✓
A collaborative, can-do attitude and the resilience to enjoy working on multiple projects which may have conflicting deadlines and priorities		✓
Passionate about telling stories and inspiring people through visual content		✓
A mature, compassionate approach to telling real-life stories and dealing with difficult subject matter		✓
Able to respond positively to critical appraisal and engage in creative debate		✓

Knowledge

It's **essential** for you to have the following level of knowledge:

	Method of assessment	
	Shortlist	Interview
Strong technical knowledge and interest in the possibilities new technology offers	✓	✓
Good knowledge of social media and community and how to harness it for maximum effect, including but not limited to facebook, twitter, flickr, youtube and instagram	✓	✓

It's **desirable** for you to have the following level of knowledge:

	Method of assessment	
	Shortlist	Interview
Knowledge of health and science within the breast cancer arena.	✓	✓
Good knowledge and understanding of online marketing (SEO, both paid and natural), PPC, email and online advertising	✓	✓

Role information

Key internal working relationships

You'll work closely with the following:

- Fundraising, communications and engagement directorate
 - Research communications, health information, brand marketing, digital, press, philanthropy, individual giving, community and events, corporate partnerships and engagement
- Research, support and influencing directorate
 - Research, nursing, support services, public health and wellbeing, policy, evidence and influencing
- Corporate services directorate
 - IT, facilities, legal, compliance and governance, people and organisational development
- Chief executive's office

Key external working relationships

You'll work closely with the following:

- Agencies, freelancers and consultants
- Supporters (fundraisers, campaigners, volunteers) and patients
- Breast Cancer Now-funded researchers and research institutions

General information

Role location and our hybrid working model	<p>This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p>
Induction	<p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p>
Hours of work	<p>35 per week, Monday to Friday</p>
Contract type	<p>Permanent</p>
Medical research	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when they're no alternatives.</p>
Conflict of interests	<p>You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

How to apply - guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

As part of the application process, please provide a showreel/portfolio in the format of a link to share your previous motion design work. Please send your showreel/portfolio to recruitment@breastcancer.org and this will be considered along with your CV and supporting statement.