



Join our team

**Multimedia Content
Producer**

About Age International

Age International is a charity which responds to the needs and promotes the rights of older people, focused on those facing challenging situations around the world. We are a part of the Age UK Group and are the UK member of HelpAge, a global network which supports older people across the world. We are also the only member of the Disasters Emergency Committee (DEC) which specifically delivers age-focused humanitarian response in emergencies.

Age International recognises that around the world, there are increasing numbers of older people whose basic needs are not being met, and whose human rights are being overlooked, leading to increasing inequality and injustice.

We strive for a world where older people are respected and valued, their voices are heard, their contributions are recognised, their basic needs are met, and their human rights are realised.

We focus on

Healthy ageing – in collaboration with local and global partners, we work to safeguard the health, wellbeing, and dignity of older people. We advocate to ensure older people have access to health services and are included in Universal Health Coverage.

Tackling ageism – we support older people to know their rights and hold governments accountable. We are calling for a new United Nations convention on the rights of older people.

Delivering inclusive humanitarian aid – we support older people through emergencies and help them rebuild after crises. We advocate for age-friendly humanitarian response.

Ageing work and income – older people in low and middle-income countries often must continue working through later life just to afford the basics. We campaign for older people to receive pensions, or support to generate a secure income.

Working with our partner HelpAge International to deliver our work - we raise funds from the UK public and other donors, which support the HelpAge global network to implement programmes directly, and through local partner organisations.

“I’m proud to work for Age International. We have a great team and a unique mission. I’ve visited older people supported by emergency response and longer-term development work: we really make a difference! We are excited about our goal of engaging more of the UK public with our cause through communications and campaigns.”

Alison Marshall
CHIEF EXECUTIVE
OFFICER



Our Values

We are
AMBITIOUS

We are
PURPOSEFUL

We aim to be
**BRILLIANT
PARTNERS**

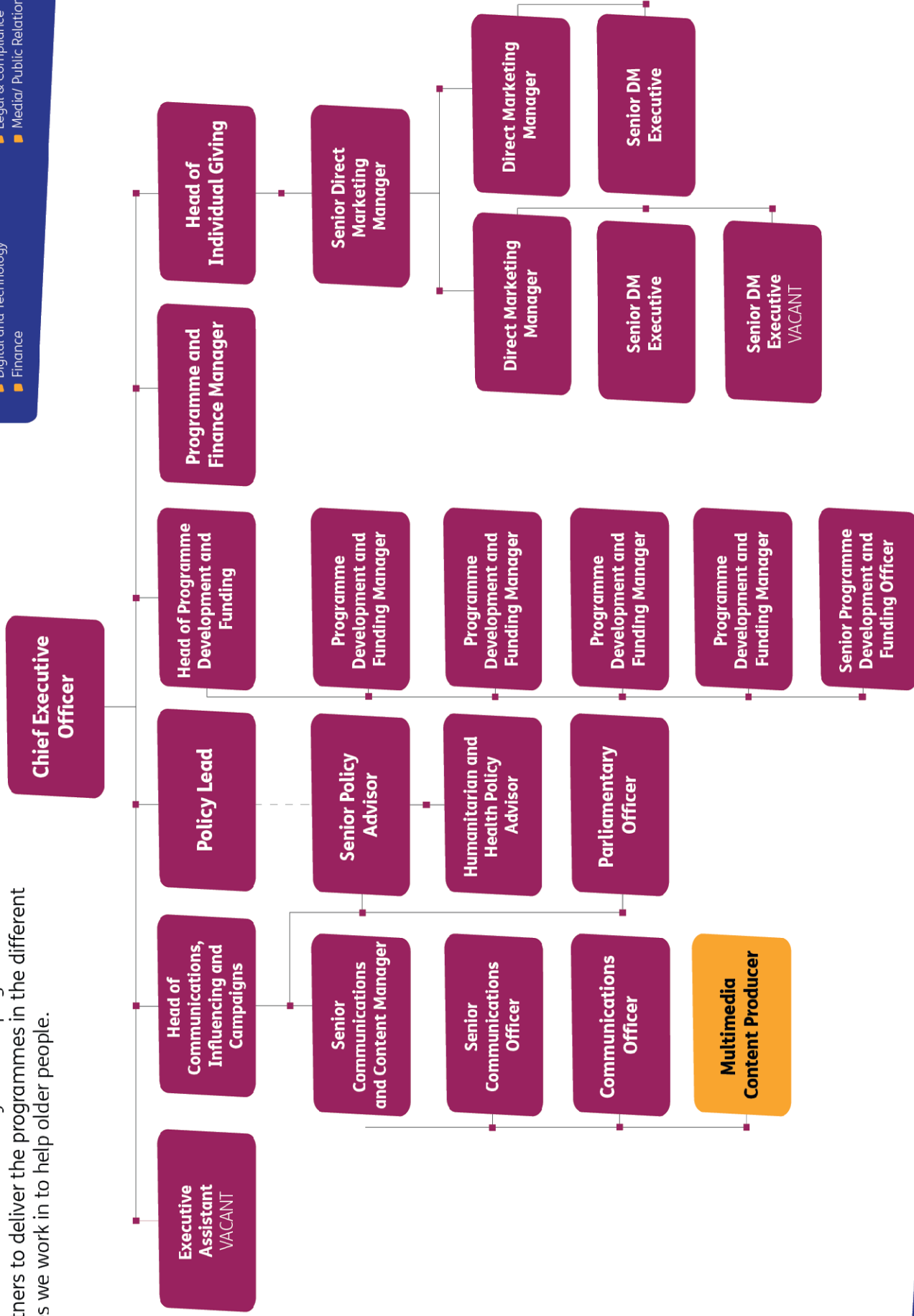
We **BUILD**
EACH OTHER
UP

Who we are

Age International is a small organisation in headcount however we are lucky to be part of Age UK and can share support teams. We work closely with HelpAge International and partners to deliver the programmes in the different countries we work in to help older people.

Age UK Shared Services

- Brand Services
- CRM and Supporter Engagement
- Digital and Technology
- Finance
- Governance
- Internal Comms
- Legal & Compliance
- Media/ Public Relations
- People
- Policy
- Public Affairs
- Research





We're an
**Age-friendly
Employer**

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Multimedia Content Producer

The job, in a nutshell

With a new organisational strategy, a fresh team structure, and increasing momentum, this is an incredibly exciting time to join the Communications, Influencing and Campaigns (CIC) team at Age International.

The Multimedia Content Producer role offers an opportunity to showcase creative skills by producing and distributing engaging content across print and digital channels. You will help us to raise the bar on the quality of our communications to key audiences.

This role is integral to our CIC team. It plays a critical part in Age International's mission to support older people facing challenging situations in low and middle-income countries, and in amplifying their voices.

Key highlights in this role include:

- Designing content – from leaflets to digital assets and features – which will support events, social media, website, emails and appeals.
- Working with internal teams and external agencies to maintain and enhance the quality of Age International's brand presence.
- Working on content gathering commissions to enable Age International to tell authentic stories which highlight older people's voices via the programmes our partners deliver around the world.

What you'll do for us

Design, Produce and Edit Visual Content

- Create and edit multimedia content such as videos and graphics for Age International's digital channels.
- Write and design high quality reports and features that convert and factor in search engine optimisation (SEO) practices.
- Monitor and report key metrics on visual content, optimising formats as needed, and ensuring knowledge-sharing with Communications colleagues.

Uphold Brand Standards and Commission Content

- Work with internal and external stakeholders to ensure consistency and high standards across brand outputs.
- Act as a proofreader and editor for key colleagues, ensuring attention to detail is met consistently.
- Gather international stories, photos, and videos, working remotely with local in-country suppliers and our local partner organisations globally.
- Be the main user of our digital asset management software (ResourceSpace) including sorting all new incoming content, filing it and tagging it, plus ensuring consent processes, content safeguards, licensing time limits and ethical content gathering standards are always maintained.
- Where necessary, mentor colleagues in content creation to enhance storytelling across digital platforms.

Build Relationships

- Work closely with Age International, Age UK, HelpAge, and Disasters and Emergency Committee (DEC) colleagues where appropriate.
- Work with others across Age International to ensure consistent, high-quality external communications.
- Work with agencies and internal teams for efficient project delivery.

Other Responsibilities

- Support strategic priorities set by the Head of Communications, Influencing and Campaigns, and the Senior Communications and Content Manager.
- Support the Senior Communications and Content Manager to establish and execute communications processes that help us to engage with our campaigning audiences, including managing relevant communications platforms (e.g. email software) and being a point of contact for select campaign supporters.

Location

Hybrid/London EC3

Hours

35h per week

People management

No

Division

Age International

Department

Communications, Influencing & Campaigns

Line Manager

Senior Communications & Content Manager



What we need from you

Must Haves

Experience

- Demonstrable graphic design experience for range of digital and print channels, including Annual Reports
- Proven ability to create and commission content, including videos and graphics.
- Solid copywriting and proofreading skills with exceptional attention to detail.
- Analytical skills and familiarity with tools to monitor content performance and derive actionable insights.
- Ability to simplify complex information into engaging content.

Skills and Knowledge

- Proficiency in Adobe InDesign, Illustrator, Photoshop, Premiere, and Canva.
- Strong collaboration skills to work across teams and with external partners, including being able to create effective briefs and manage supplier contracts.

Personal attributes

- Clear creative flair and intuitive storytelling abilities.
- A commitment to championing the voices of older people.
- Self-motivated and able to work independently.

Great to Haves

Experience

- Experience in content collection, including briefing internationally-based partners and suppliers, and working with content in languages other than English.
- Familiarity with content management systems (CMS) and analytics tools like Google Analytics.

Skills and Knowledge

- Understanding of digital asset management systems.

- Knowledge of the challenges and opportunities of working in a networked organisation.

Personal attributes

- Passionate about the impact of top-quality written content and design.
- Interest in emerging AI creative tools and their intersection with content safeguarding and ethical storytelling.

Other Requirements

- Commitment to Age International's values and mission.
- Flexibility to support fast-paced emergency communications during DEC appeals, with potentially out-of-hours working.





This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

Contact information

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