

ROLE PURPOSE



Role Title: Multimedia Creative Producer

Division: Public Affairs

Location: Sydney

Date: August 2024

Employment type: Full time, Permanent contract

Reports to: Head of Creative

Number of direct reports: 0

Leadership Band: Leads self

Purpose of the role:

The Multimedia Creative Producer is responsible for creating and managing multimedia assets with the Creative team to help further The Foundation's fundraising campaigns.

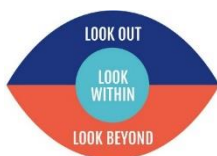
The Multimedia Creative Producer **will own the outcomes of:**

- 1. Video Production:** Produce, film, edit and deliver engaging videos to support The Foundation's campaigns and initiatives in various formats for different platforms (i.e. YouTube, Facebook, Instagram, etc).
- 2. Photo and Video assets:** Support the management of The Foundation's photo and video library. Promote and educate staff members on The Foundation's audiovisual assets. Research material from The Foundation's library to create new compelling material to drive online advocacy and engagement.
- 3. Writing:** Write and edit content (including first person stories, features, captions, blurbs etc.) from a variety of sources.
- 4. Photography:** Support the creation of photos to be used across The Foundations internal and external platforms.
- 5. Support divisional campaigns:** Collaborate with the wider Public Affairs team to support successful campaigns and major appeals. Mentor and coach in-country communications staff and members of the Communications team in multimedia.
- 6. Support creative team goals:** Support and be supported by direct team of creative producers to reach shared team goals together. Lead the team toward ground-breaking creative products.
- 7. Other tasks as requested by your manager**

Our Capabilities:

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.



Essential Experience:

- Video editing with FCPX and Premiere
- Filming and photography with Canon DSLRs or mirrorless cameras
- Experience with the end to end production of multimedia resources (from concept to delivery)

Skills:

- Attention to detail
- Problem solving
- Project management with minimum supervision
- Ability to work well as part of a team
- Good communications skills

Desirable Experience:

- YouTube analytics and channel management
- Basic Graphic Designer skills on Adobe After Effects, Photoshop, and Illustrator

Qualifications:

Study in communications (journalism/documentary) desirable

The position involves:

This position is recognised as having "Contact with Children" either direct or indirect

This position does involve "Working with Children" either direct or indirect.

This position does involve working with beneficiaries, donors and/or partners

Travel:

Domestic as required

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to divisional, team and individual work plans for more specific details

To work in The Foundation, you will:

- Be eligible to work in regions where you will be based.
- Undergo background check including criminal records and qualifications check.
- Undergo working with children check for positions that are identified as working with children.