

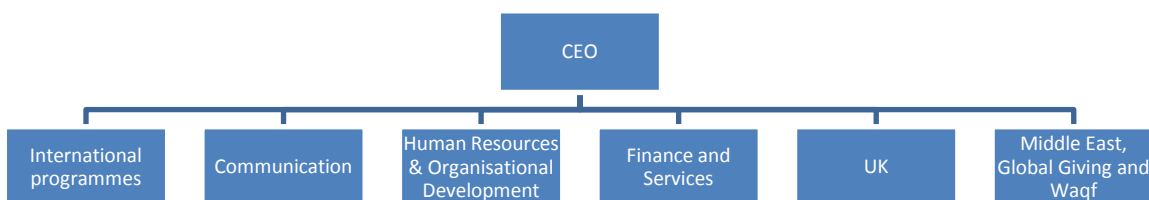


Islamic Relief Worldwide

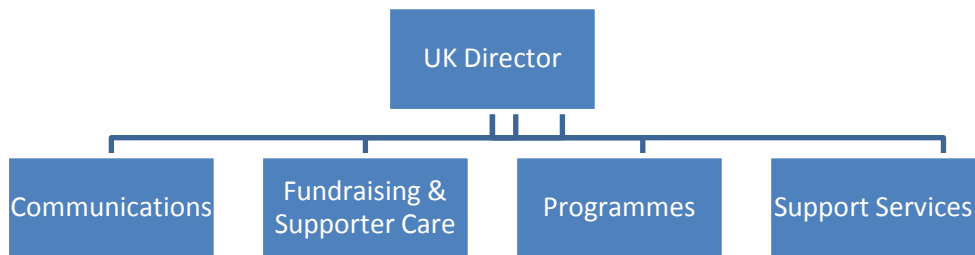
Multi Media Artist

BASE LOCATION:	UK HO London
REPORTING TO:	Marketing Campaigns Manager
LINE MANAGEMENT RESPONSIBILITIES:	N/A
PURPOSE OF DIVISION:	<p>In close cooperation with the other parts of the organisation, the Communication Department develops IRUK's branding, messaging and marketing strategy.</p> <p>The department helps the entire IR family to convey key messages consistently and coherently to internal and external individuals and the humanitarian and development community.</p> <p>The department provides the various IRUK stakeholders with access to adequate, timely and high quality information, material and resources to bolster their ability to convey advocacy and fund-raising messages through visual media, publications, campaigns and websites.</p>
JOB PURPOSE:	<ul style="list-style-type: none">The Multimedia Artist is responsible for delivering high quality, innovative and expressive media that reflect IR's progressive work on a national and international level. Overseeing all the visual material and producing videos at hoc for each campaign, the role involves being creative and with a strong technical background in order to produce and manage all aspect of the media production. Ability to work to tight deadlines ensuring the output to a high quality standard.

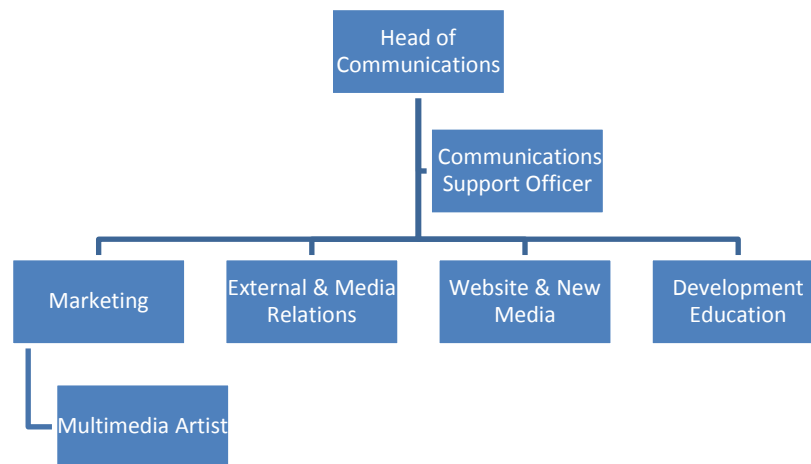
Position of Media Producer within IR



Structure of UK



Structure of Communications Department



KEY WORKING RELATIONSHIPS

- Regular engagement with the External Relations and Media Relations unit to understand, plan and execute messaging in videos and conferences.
- Regular contact with the Community Fundraising Unit to produce all audio and visual material for relevant events/fundraising initiatives
- Occasionally is in contact with external suppliers to ensure services are delivered for all IRUK related marketing material.

SCOPE AND AUTHORITY

Scope of the Role:

Reporting to the Marketing Campaigns Manager the Multimedia Artist is responsible for all aspects of media production ranging from video, audio, still images, event production, and handling specialist equipment.



The Multimedia Artist must be of sound creative and technical background as they will be responsible for meeting tight deadlines and managing urgent as well as ad-hoc requests ensuring that all stakeholder requests are met.

They will also have the responsibility of ensuring that media which is produced is archived from a secure location as well as being responsible for equipment, software and hardware issued to the unit.

They will be expected to travel to the field and any other place deemed necessary by the organisation ensuring that they work within the guidelines set by the country director and project managers.

Responsibility for Resources:

The post holder will manage the issue and use of technical equipment purchased for the unit ensuring that any faults and or misuse is reported.

KEY ACCOUNTABILITIES

The job holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff..

1. Key Accountability 1: Produce and deliver complete video products including campaign adverts, documentaries, fundraising videos, images, audio.

- Be skilled in storyboarding and presenting ideas creatively.
Be artistic in producing video titles and graphically animated sequences.
- Responsible for leading the design process of visual material/products up to completion and delivery.
- Conceptualise, write and direct engaging stories for fundraising videos.

2. Key Accountability 2: Film, direct and edit footage on site, for events and in the field.

- Film, direct and edit small shoots.
- To log all raw video footage and digitize onto the edit system when required.
- Responsible for taking and/or arranging pictures of high quality at national events and in field visits.
- To take the lead and assist in A/V roles when required at National and local events
- Take photographs of VIP visitors and events in the UK etc.

3. Key Accountability 3: Running all the daily operations and back-end administrative task of the media production unit.

- Keep an accurate and up to date record of video materials and to stock it effectively within a video library.



- To keep a log of all equipment within the department and be able to send for maintenance when required.
- Purchasing equipment, software and hardware as and when required with authorisation from the budget holder.
- Transfer and make copies of videos on DVD, web and dv tape format
- Keep an accurate and up to date record of video materials and to stock it effectively within a systematic video library with easy access for the departmental and organisational use.
- Update and develop the existing Photograph databases (company folder and extranet)
- Keep up to date with technological software advancements and artistic expression in the film/video production industry.
- Ensuring equipment is always functioning and addressing any shortcomings.
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4. Key Accountability 5: Responding to request from the other departments, external stakeholders.

- To duplicate and dub footage, edited videos to other when required for other departments.
- Search within the photo database to provide photographs on request to other departments
- Ensure that internal and external queries are responded to accurately and promptly
- To assist in Live telethon appeals.
- Travel locally, nationally and worldwide to produce high quality photos and video material.
- Communicate and collaborate with colleagues to ensure efficiency, effectiveness and consistency in quality of material provided.
- Communicate and collaborate with external suppliers and professionals, in the video production industry, to establish and maintain relationships
- Work with external media partners, producers and editors.
- Equip local fundraisers with essential photographic and video materials for fundraising at local and national events.

PERSON SPECIFICATION

It is essential that the post holder shows a good understanding and empathy with the Islamic values and principles as well as commitment to IRW's vision and mission. This section should detail the requirements of the role in the following sections:

Essential:

Knowledge, Skills and Qualifications

- Previous experience in audio and video production
- Have an in depth working knowledge of video production software; Avid, Final Cut Pro, Premiere, Sound Forge, and Final draft.
- Extensive experience of MS Power point
- Must have sound knowledge of A/V production processes.
- Ability to conceptualize, write and direct stories for videos
- Be artistic in producing video titles and graphically animated sequences.



- Experiences in operating a range of video hardware, video cameras, tripod, lighting, sound equipment
- Excellent understanding of the video process, from production to post production.
- Excellent research skills to successfully market the video products
- excellent planning and organizational skills
- strong interpersonal and communication skills
- Ability to respond effectively to requests briefs and deadlines.
- Willingness to travel and work outside normal office hours

Experience

- Experience in storyboarding and presenting ideas creatively.
- Be artistic in producing video titles and graphically animated sequences.
- Be skilled in producing soundtracks and overseeing musical scores.
- Have specialist knowledge and visual eye for using video cameras and lighting to create dramatic effect
- Be experienced in video editing on both PC and Mac editing suites
- Have a sound knowledge of Film Making practices at pre-production, production and post-production stages.
- Have a working and up-to-date knowledge of professional broadcasting practices and standards.
- Have excellent research skills to successfully market video products aimed at IR's diverse donor base

Personal qualities

- Strong motivation and empathy towards the aims and objectives of the organisation.
- Strong organisational skills i.e. ability to prioritise and plan work, set and achieve deadlines, establish and maintain monitoring systems etc.
- Excellent communications skills.
- Willingness to travel and work outside normal office hours.
- Professional approach to work.
- Excellent all round communication and interpersonal skills.
- Have a flexible approach to work
- Able to work on own initiative
- Administrative Experience

Signed by: _____ (Direct Line Manager)

Signed by: _____ (Divisional Director)