

# MedicalAidFilms

## Digital Communications Producer/Manager

### Job Description

April 2020

Medical Aid Films is a small, but fast-growing, NGO that uses film and innovative media to transform the health and wellbeing of women and children around the world. We bring together world class health expertise with creative film makers, to develop quality, resource-appropriate film and animation to support education and training in low-income countries about women and children's health.

#### Job Description

Our marketing and communications ambitions are set out in the Medical Aid Films' 2016-20 Strategy document as follows:

#### **Build our profile globally, becoming widely known and respected as a leading global content creator, with a unique proposition**

You will be responsible for developing and delivering our digital communications in line with our strategic objectives and KPIs for this year and our future growth strategy.

Working closely with our Producers, you will develop new and creative ideas for sharing content across all platforms aiming to increase audience and engagement and growing our online community.

You will plan and schedule our digital communications ensuring wider team engagement and inputs.

#### **Social media**

You will research and write our social media posts and produce content daily on our social media & online platforms to develop and drive effective communications for the organisation. This is inclusive of video, photos, graphics and audio content.

You will develop our voice on social media ensuring up to date relevant content and building 2way communications, finding new audiences and extending our reach.

You will maximise the use of our existing library of content and explore and create new ways to promote new content. You will ensure all our films are effectively promoted on our digital platforms and across social media.

#### **Website and You Tube**

You will work with our Producers to build an archive of all film and multimedia content, ensuring that metadata is accurately assigned and assets are efficiently organised for easy retrieval.

You will review, update and manage our website; uploading film content to our YouTube and Vimeo Channels, gathering case studies and creating relevant articles to engage audiences. You will explore innovative ways to use film as a tool on all our platforms.

You will explore ways to build our digital footprint by optimising our website and increasing and building user engagement.

You will be responsible for managing additional 3<sup>rd</sup> party content distribution platforms.

You will gather data through online analytics and ensure effective reporting for the CEO and Board of Trustees.

### **Brand**

You will ensure consistent, quality brand and messaging across all our platforms.

### **Working with Fundraising**

You will work closely with our Fundraising Manager to align digital communications content with Fundraising communication materials.

You will lead on our digital communications to supporters and users creating a style, format and voice. You will produce and share electronic newsletters on mailchimp.

You will explore new ways to build digital experiences and events – such as crowd funders/key dates/Christmas Appeal.

You will innovate to increase our reach and improve how we engage with supporters and users – piloting new approaches and measuring impact.

You will maximise the opportunity provided by our fundraising events to attract a new and broader range of supporters and generate giving. You will also target specific audiences of influencers.

You will explore creative ways to deliver our organisational achievements through digital – such as our Annual Review and tell our story effectively, identifying and sharing inspiring examples that demonstrate the impact of our work.

You will be keen to present our work at conferences/awards and seek opportunities to raise our profile. You will attend events, exploiting opportunities to create digital assets for social media.

### **Required skills and experience:**

- Experience running social media channels (YouTube, reputation management, online community building)
- Experience of managing CMS systems (WordPress & basic HTML)
- Knowledge of analytics packages such as Google Analytics and experience of reporting for data driven decision making
- Charity comms experience and understanding of specific issues with informed consent in this context
- Experience of running paid campaigns on social media (Facebook Ads, Adwords, understanding of SEO, PPC)
- Experience of data and media management using CRM e.g. Salesforce

- Experience with email campaign & content creation e.g. Mail Chimp
- Experience with multimedia content creation for online (copywriting, self shooter/photography, graphic design inc .gif Adobe Creative Suite - esp Premiere, Photoshop, Canva, Powerpoint)
- Creative thinker and producer, audience & results focused
- Understanding of content creation for different audiences and channels (experience of repurposing video for social media, adjusting aspect ratios).
- Problem solver, results driven and strategic thinker: experience with project management and digital/content strategy
- Excellent understanding of GDPR and data protection
- Excellent organisational and administrative skills, attention to detail.

**Desirable:**

- Experience working with a website/channels/material in multiple languages
- Production experience/understanding of production process, interest in tech4dev/digital distribution
- Understanding of licensing and copyright
- Experience of managing volunteers, agencies, working with clients/partners

**Terms of appointment**

Full time, although part-time working can be considered for the right candidate.

With the exception of needing to work from home due to COVID19, the role will be based at our office in Canary Wharf, London.

The salary will be competitive depending on experience. Occasional travel (within the UK and abroad) may be required for the role.

Please apply with CV and covering letter (maximum two pages, detailing how you fit the job description and regarding the required skills and experience) to [finance@medicalaidfilms.org](mailto:finance@medicalaidfilms.org)