Job Description: Creative Content Producer

LOCATION: UK (LONDON)
REPORTING TO: GLOBAL COMMUNICATIONS MANAGER
START DATE: ASAP
FULL TIME: 37.5 HOURS PER WEEK (UK)

About the Freedom Fund

The Freedom Fund (www.freedomfund.org) is a leader in the global movement to end modern slavery. The Freedom Fund works to combat many different forms of extreme exploitation, including forced labour, sex trafficking, forced marriage, and the worst forms of child labour. It:

- **invests** in those countries and sectors with the greatest incidence of modern slavery.
- **analyses** which interventions work best and **shares** that knowledge.
- **brings together** a community of activists committed to ending extreme exploitation and empowered by the knowledge of how best to do so.
- **generates** funding by demonstrating how effective interventions can protect those at risk of being exploited and free those in situations of exploitation.

In its first eight years, the Freedom Fund has supported over 140 organisations in Bangladesh, Brazil, Ethiopia, Indonesia, India, Myanmar, Nepal and Thailand.

About the position

This is an exciting opportunity to join our small, agile Communications Team as our first Creative Content Producer. This role calls for a talented and enthusiastic creative all-rounder. You will be responsible for the design of all of the Freedom Fund’s creative content from social media posts, marketing assets and website banners to digital newsletters, printed promotional materials and engaging presentations.

This role is an excellent career move for a dynamic communications professional who can tailor messages and media to different audiences, producing high-quality design and thoughtful, engaging user-focused creative content. You’ll work with a variety of media - images, video, audio, animation, graphics - on digital and offline channels, and with colleagues and partners around the world to deliver exceptional content. You’ll act as a guardian of our brand, ensuring consistency of messages and delivery, while exploring and evaluating new ways of communicating. You’ll be part of our new Communications Team and discover a supportive and respectful working environment in an organisation that is committed to excellence in all we do.
Reporting to the Global Communications Manager, you’ll be a creative graphic and multimedia designer with experience in producing corporate documents as well as video and static content for social media, email and websites. You’ll have excellent design skills and the ability to translate good ideas into high-quality creative executions. Experience of using Photoshop, Illustrator, InDesign and Premiere Pro is essential, and practical experience of managing end-to-end video production is a plus.

Responsibilities

• Design and produce all of the Freedom Fund’s visual content including video and static content for social media, emails, websites, presentations and events, as well as printed brand collateral and corporate documents such as reports and briefings. Create consistent high-quality designed content to brand guidelines.
• Generate concepts for and produce creative multimedia content which delivers our key messages with our target audiences and tells the story of the Freedom Fund, showcases the work of our partners and gives voice to survivors of modern slavery.
• Interpret briefs and transform editorial concepts to digital and print contexts, creating audience-led content.
• Research, test, and iterate content for digital channels making sure content meets accessibility and SEO requirements and is retired when appropriate.
• Project-manage specific content projects, managing creative agencies and freelance designers, photographers and videographers where needed. Script, direct and produce short films or supervise freelance video production where needed.
• Assist with planning and preparing briefs for our programme of content gathering commissions (images, video b-roll and audio) in our hotspot locations, and sort, catalogue and upload incoming content into our image library/digital asset management system (Resourcespace).
• Post production and editing of all photography and videography.
• Collect content at Freedom Fund events in London through photography or videography or supervise freelance photographers and videographers.
• Guide, train and support colleagues in creating content, acting as a champion and guardian of our brand guidelines.
• Contribute to the content calendar, suggesting creative solutions and putting forward ideas for engaging and innovative content.
• Contribute to best practice within the team, keeping abreast of debates and emerging trends in creative content, responsible and dignified portrayal, and ethical content gathering.
• Upload creative content to our website and social media channels and assist in managing and updating these channels.

Qualifications and experience

Applicants must be able to show a portfolio of print and digital work with links to examples in their application.

Essential

• Substantial experience in multi-channel content creation spanning print and digital, able to deliver high-quality design, films and images; post production and editing of video and photography; experience in designing brand content for digital channels including social media and websites (desktop and mobile).
• Advanced experience of pre-production, production, and post-production phases of content creation including scripting, directing, reviewing, refining, and retiring content.
• Good experience of commissioning and working with sensitive subject matter, gathered from around the world; familiarity with ethical guidelines for the collection and use of content, dignified and responsible portrayal, and informed consent.
Experience of working consistently and creatively within brand guidelines and able to support the development of a brand across all communications channels.

Good understanding of best practice standards for accessibility across online devices and platforms.

Highly proficient in Adobe Creative Cloud apps including Photoshop, InDesign, Illustrator, and Premiere Pro.

Confident user of a range of camera equipment for taking stills and filming video.

Ability to add b-roll subtitles and optimise content for a range of different social media channels.

Ability to work with a content management system and Google Analytics to review and refine content.

Desirable

Experience with After Effects and Animate.

Personal attributes

Essential

Team player committed to the Freedom Fund’s values.

Ability to build relationships with a wide range of individuals from diverse backgrounds.

Ability to work independently, displaying strong initiative in solving day-to-day problems with limited direction.

Ability to deliver on a multiplicity of tasks and deadlines in an organised and calm manner.

Good oral and written English communication skills and ability to present information in compelling ways.

Exceptional attention to detail, especially spelling and punctuation.

Creative thinker articulate and persuasive, and able to communicate ideas, concepts and practical requests to a broad range of stakeholders; strong verbal communication and interviewing skills with ability to build rapport.

Compensation

UK

£40,560 - £42,695 per annum (dependant on experience)

10% non-contributory pension scheme.

25 days holiday pro rata, plus public holidays.

Season ticket loan and cycle scheme available.

Application procedure

Applications should be submitted in English and include a CV, cover letter (maximum one page), portfolio of print and digital work, and contact details of two professional referees, one of which must be the applicant’s current / most recent line manager or current / most recent Head of HR.

Please send applications by email in PDF format to jobs@freedomfund.org, including ‘Creative Content Producer’ in the subject line, before 9.00am (BST) on Wednesday 2nd March 2022.

Please note that only candidates selected for further consideration will be contacted. No agencies please.

The Freedom Fund is an equal opportunities employer. In line with our values of respect, agility and excellence, we value the strength of a diverse workforce and encourage applications from people with disabilities, Black, Asian or Minority Ethnic (BAME) backgrounds, LGBT+ and from different socio-economic backgrounds.
The Freedom Fund is committed to the importance of meaningful survivor inclusion and leadership. As such, particular consideration will be given to applicants with lived experience of trafficking and/or forms of modern slavery.

The Freedom Fund prioritises Safeguarding. As part of our commitment to the protection of children and vulnerable people in our work, any offer of employment with the Freedom Fund will be subject to satisfactory pre-employment checks to ensure we recruit only those who are suitable to work with children and vulnerable persons. These checks include Disclosure and Barring Service and/or International Criminal Records Checks, satisfactory references, proof of eligibility to work in the national location of this role and checks against the Office of Foreign Assets Control data list (OFAC) which highlights any connections to terrorism or trafficking. Any offer of employment or consultancy with The Freedom Fund will only be made following both successful background checks being conducted on the applicant and upon receipt of satisfactory pre-employment checks by former employers. Such checks may be updated periodically during the course of the period of employment or consultancy. By submitting a formal application, you agree to the Freedom Fund carrying out these checks.