



THE ROYAL MARSDEN CANCER CHARITY

Job description

Videographer

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| Job title | Videographer |
| Salary | Up to £32,000 |
| Hours of work | 37.5 per week |
| Directorate | Marketing and Communications |
| Accountable to | Director of Marketing and Communications |
| Responsible to | Creative Manager (line manager) |
| Location | Chelsea, with occasional travel to Sutton |
| Liases with | Members of the wider Marketing and Communications team, Charity colleagues and Creative team. |

1. Job Purpose

You will work collaboratively with the marketing, digital, and communications teams and Charity colleagues in the different fundraising teams to produce and edit videos for The Royal Marsden Cancer Charity.

This role sits within the Marketing and Communications Department at The Royal Marsden NHS Foundation Trust which supports three main business areas - The Trust, Private Care and The Royal Marsden Cancer Charity. This role will sit within the marketing team and works for The Royal Marsden Cancer Charity. The role will involve some off-site and after-hours work.

2. Key areas of responsibility

2.1 Key Skills

- Smart and passionate about how video content can be used to drive positive outcomes
- Driven and proactive team player who can prioritise his or her own work
- Able to create compelling video content with the audience in mind, always considering platform, tone, style and channel when telling a story with video
- Strong, proven video production and editing skills with thorough knowledge of digital channels used to showcase video
- Ability to solve an array of communication challenges through video
- Ability to work effectively under tight deadlines and juggle multiple projects and stakeholders
- Able to constantly respond to changing needs and priorities

- Ability to comprehend and uphold brand and style guidelines
- Strong interpersonal and communication skills, including the ability to work with people of all levels and backgrounds, from patients in the hospital to world-renowned clinicians, fundraisers and supporters, including high-value supporters.
- Ability to influence others at a senior level, both internally and externally
- A natural problem solver who thinks fast on their feet and is able to find innovative solutions
- Drives innovation and continuously looks for ways to optimise creative work
- Ability to work within a healthcare environment, including working within the hospital and with patients
- Strong knowledge of Adobe Creative Cloud software including Adobe Premiere Pro, After Effects, Photoshop and Illustrator
- Demonstrable experience of solo video and audio production to a high standard, including planning, scripting, shooting, editing and post-production, and optimising for use on specific channels
- Excellent creative judgement, able to consolidate multiple stakeholder feedback and adjust creative approach as necessary

2.2 Video Production and Creative Management

- Work collectively with the marketing team to develop and define video briefs and creative approach upfront
- Ensure projects are delivered on time and to a high level of expertise, exercising creative judgment and knowledge across all channels and problem solving where necessary
- Manage expectations of the production of video work in a busy environment
- Take responsibility for effectively resourcing workload, liaising with the Charity senior marketing manager to prioritise work with the support of the head of marketing
- Gain a full understanding of each brief and its deliverables, adhering to budgets and timings
- Prepare and present creative ideas to a range of internal stakeholders as and when required, ensuring feedback is taken into account and buy in obtained
- Ability to create on-brand graphics and animation, including video captioning, title cards and typography
- Responsible for archiving video work within the appropriate folder and date order
- Gain appropriate consent from all participants and understand how GDPR relates to video and video content

2.3 Stakeholder Management

- Work collectively with the marketing, PR and digital team to create best practice video content, including briefing, scheduling and archiving processes
- Work collaboratively with colleagues across both the Charity and wider organisation, providing creative support to enable best in class work that supports brief requirements
- Maintain and build upon existing relationships with external suppliers

2.4 Technical Knowledge

- Experience of cross-matrix working with a wide range of internal and external stakeholders of all levels

- Advanced knowledge of Adobe Creative Cloud for editing and creating video as well as graphics and animation to support video content
- Experience at delivering against KPIs and adapting creative approach
- Excellent oral and written communication skills
- Good copywriting and scripting skills
- Good presentation skills
- Up to date with the latest creative trends

3. Confidentiality and Data Protection

- 3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
- 3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

4. Health and Safety

- 4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

5. Customer Service Excellence

- 5.1 All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

6. Equality and Diversity Policy

- 6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

7. No Smoking Policy

- 7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

8. Review of this Job description

- 8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

9. Employee Specification

| Candidates must be able to demonstrate | Essential or Desirable | Assessed by |
|---|-------------------------------|--------------------------------|
| Education/Qualifications | | |
| Video production related degree or qualification | Essential | Application form |
| Experience | | |
| – Demonstrable experience of solo video and audio production to a high standard, including planning, shooting, editing and post production, and optimisation for channels | Essential | Application form and interview |
| – Experience of creating materials to meet brand guidelines | Essential | Application form and interview |
| – Understanding of the various media platforms on which video content can be shared and what content works best for each one | Essential | Interview |
| – Managing a range of projects on time, within budget and to the agreed standards | Essential | Interview |
| Skills/Abilities/Knowledge | | |
| – Excellent understanding of brand and its role within an organisation | Essential | Application form / Interview |
| – Advanced hands-on knowledge of Adobe Creative Cloud in order to produce and present information to diverse audiences | Essential | Interview |
| – Strong project management skills needed to independently plan and manage logistics for video shoots, including scheduling locations and case studies | Essential | Interview |
| – Advanced knowledge of video channels, including how to create and optimise video to perform best within certain channels | Essential | Application form/interview |
| – Strong interpersonal skills and the ability to manage senior stakeholders | Essential | Application form/interview |

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.