



Job Title	Videographer
Directorate	Marketing and Communications
Accountable to	Director of Marketing and Communications
Responsible to	Creative Manager

About Us

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity has recently completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site.

We are now working closely with the hospital on plans for a new major redevelopment project to launch in 2023-24. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

The Creative Team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

The Creative team is a fun, friendly and high performing team to be part of. It consists of designers and videographers working across the Charity, Trust and Private Care. The two dedicated Charity creative roles within it work on a wide variety of projects for the Charity, across a wide range of teams within Fundraising and for a selection of different audiences.

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.

Working Relationships

Members of the wider Marketing and Communications team, Charity colleagues, digital team and freelance videographers.

Key Areas of Responsibility

1. Key Skills

- 1.1. Smart and passionate about how video content can be used to drive positive outcomes.
- 1.2. Driven and proactive team player who can prioritise his or her own work.
- 1.3. Able to create compelling video content with the audience in mind, always considering platform, tone, style and channel when telling a story with video.
- 1.4. Strong, proven video production and editing skills with thorough knowledge of digital channels used to showcase video.
- 1.5. Ability to solve an array of communication challenges through video.
- 1.6. Ability to work effectively under tight deadlines and juggle multiple projects and stakeholders.
- 1.7. Able to constantly respond to changing needs and priorities.
- 1.8. Ability to comprehend and uphold brand and style guidelines.
- 1.9. 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.
- 1.10. Ability to influence others at a senior level, both internally and externally.

2. Video Production and Creative Management

- 2.1. Work collectively with the marketing team to develop and define video briefs and creative approach upfront.
- 2.2. 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.
- 2.3. Manage expectations of the production of video work in a busy environment.

- 2.4. Take responsibility for effectively resourcing workload, liaising with the Charity senior marketing manager to prioritise work with the support of the head of marketing.
- 2.5. Gain a full understanding of each brief and its deliverables, adhering to budgets and timings.
- 2.6. 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.
- 2.7. Ability to create on-brand graphics and animation, including video captioning, title cards and typography.
- 2.8. Responsible for archiving video work within the appropriate folder and date order.
- 2.9. Gain appropriate consent from all participants and understand how GDPR relates to video and video content.

3. Stakeholder Management

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

4. Technical Knowledge

- 4.1. Experience of cross-matrix working with a wide range of internal and external stakeholders of all levels.
- 4.2. Advanced knowledge of Adobe Creative Cloud for editing and creating video as well as graphics and animation to support video content.
- 4.3. Experience at delivering against KPIs and adapting creative approach.
- 4.4. Excellent oral and written communication skills.
- 4.5. Good copywriting and scripting skills.
- 4.6. Good presentation skills.
- 4.7. Up to date with the latest creative trends.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

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

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£35,276 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at our Chelsea site, with occasional working from Sutton site.
Benefits	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self-referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.