



THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job title: Senior Multimedia Content Producer

Department: Communications

Reports to: Head of Member Communications

Key relationships: Magazine team
Strategic campaigns team
Freelance videographers and editors

Hours: 35 hours per week
(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: F

London weighting: As applicable

Location: RCN UK HQ, London

JOB PURPOSE

The Senior Multimedia Content Producer is responsible for delivering impactful multimedia communications projects and campaigns which support our strategic communications priorities. They co-ordinate and provide expert advice on multimedia requests from across the organisation. And they provide training, insight and advice to communications staff and the wider organisation.

They work closely with our freelance videographers, devising and managing schedules from pre-shoot planning to delivery of final files.

KEY RESPONSIBILITIES

Specific role responsibilities

HQ Communications Team responsibilities

- Work with the department teams to source interviewees, conduct any preliminary interviews and/or brief them on the interview questions. Where required, explain and brief the requesting team on their role in the production.
- Proactively approach teams within the communications department to establish their multimedia content needs and how they could benefit from the advice and guidance of this role.
- Specifically focus on determining the added value of video content for news and social media outputs.
- Support in the organising of shoots - working alongside the videographer and other department teams to create shooting and editing schedules, sourcing and booking locations and interviews.
- Develop an understanding of data analytics to assess the impact of content on audience engagement, and to inform content decision making and planning.
- Self-shoot and edit shorter form content, supporting the videographer by shooting and editing PTCs and news style interviews during busy periods.
- Interview subjects with the videographer where needed.

Wider organisational responsibilities

- Plan and oversee multimedia content production across the different departments of the RCN. Support with scheduling and prioritisation ensuring available capacity is directed towards projects of the greatest organisational importance and impact.
- Create a consistent process for requesting multimedia content.
- Create a database of all video requests to monitor volume, source, and resource involved.
- Manage and oversee the successful completion of each multimedia content request in collaboration with the requesting team, ensuring they meet deadlines and align with the overall strategy of the project. This will include reviewing and feeding back on postproduction.
- Hold weekly planning meetings with the videographer to discuss requests for multimedia content, available capacity and scheduling. Report back to Head of Member Communications who will maintain oversight of incoming requests and provide direction on prioritisation.
- Create briefs, scripts, shooting scripts and storyboards, developing these alongside the videographer.
- Ensure quality consistency of multimedia content across the organisation in terms of production style, tone, content and messaging.

Training and development responsibilities

- Provide advice and guidance to different teams requesting the creation of multimedia content, working collaboratively with them to determine the purpose, audience, message, treatment, outlet and content type needed.
- Suggest ideas and solutions for the creation of video content filmed on mobile.

Additional responsibilities

- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- Champion equality, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group Equality, diversity and inclusion statement.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is protected at all times.
- Maximise all opportunities available to encourage member recruitment and promote the benefits of joining the RCN. Promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies.
- Undertake any other duties as requested in line with the job role.