

Job Description

Our charity

We're Breast Cancer Now, the charity that's steered by world-class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

If we all act now, by 2050, we believe everyone who develops breast cancer will live and have access to the care to live well.

Job title	Multimedia Production Assistant, Motion Designer
Directorate	Fundraising, Communications and Engagement
Team	Brand, Marketing and Communications
Job title of reporting manager	Senior Multimedia Manager
Job title(s) of direct reports	None
Document created (Month and Year)	July 2021

Overview of directorate

The newly formed Fundraising, Communications and Engagement Directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate leads on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences key to delivering impact. It provides high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

The team leverages the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with and financially support Breast Cancer Now's work. The Directorate is led by patient voices from all parts of the population and champions their views and needs across a range of communications and platforms. The Directorate uses digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate is responsible for delivering £12.7M net income for the charity to continue its critical work to provide support for today and hope for tomorrow through a wide range of fundraising activities.

The Directorate works collaboratively with the public, patients, supporters, partners, influencers, celebrity scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

The Directorate is responsible for the following key areas:

- Brand, Marketing and Communications
- Digital and Strategic Insight
- Press, PR and Celebrity
- Individual Giving and Supporter Operations
- Community and Events
- Corporate Partnerships
- Philanthropy and Special Events

All members of the Directorate work closely with the Services, Clinical, Research & Policy Directorate to understand the crucial work Breast Cancer Now does and to promote and amplify it widely, to drive more support and engagement for its continuation across key stakeholders.

Job purpose

The focus of this role will be primarily to produce motion graphics but also to assist with the development of key brand communications for Breast Cancer Now through multimedia assets. This role will also manage the administration of our key assets, archive and Brand Hub. Liaising with clients from different departments, owning and producing video and photography projects under the direction of the Senior Multimedia Manager. Deputising for Producers as and when necessary.

Key tasks and duties

Motion graphic and animation production

- Identify opportunities to introduce motion graphics and animation to support teams across the charity.
- Work with relevant individuals across the charity to develop and manage appropriate guidelines and processes for animation and motion products.
- Regularly evaluate the effectiveness of our motion and animation material and identify gaps and opportunities.
- Work with all teams across the charity (including but not restricted to Digital, Health Information, Research Communications, Services, Nursing, Public Health and Wellbeing, People and Organisational Development and all areas of fundraising) to deliver motion graphic assets for websites, emails, social media platforms and press activity.
- Support the multimedia producers and senior manager with multimedia productions.

Video and photography

- Assisting on photo/video shoots, editing of visual content including photos, video and graphics.

Creative services

- Support teams across the charity, including Health Information, Fundraising, Policy, Digital and Research in using the Breast Cancer Now brand effectively. This will involve helping to develop creative ideas.

Administration

- Management of Brand Hub, our in-house depository for a/v, graphics, logos and photography content. This will also include filing, tagging and metadata of photography and video assets on internal network.

General

- To adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

Qualifications and Experience

We would like you to have the following qualifications and experience:

- Of Maya, Nuke or Cinema 4D is desirable but not essential
- Of video and photography production using professional equipment
- Relevant demonstrable experience in a design, artworking or creative role
- MAC and PC literate

It is **desirable** for you to have the following qualifications and experience:

- Good technical experience of web-tracking tools and tag-based reporting

Skills and Attributes

We would like you to have the following skills and attributes:

- Intermediate skills in Motion graphics using Adobe suite
- Good oral and written communication skills and the ability to communicate clearly with a wide-range of people at all levels and able to present ideas both orally and visually
- Excellent Adobe Creative Suite skills, including InDesign, Photoshop and Illustrator
- Strong people skills to build effective working relationships at all levels and across departments and on location with photo/video contributors
- Excellent organisational and prioritisation skills
- Excellent attention to detail and creative judgement
- Work at pace as part of a creative, solutions-focused team, taking a positive approach to new challenges and making the most of in-house talent and resource
- A collaborative, can-do attitude and the resilience to enjoy working on multiple projects which may have conflicting deadlines and priorities
- Passionate about telling stories and inspiring people through visual content
- A mature, compassionate approach to telling real-life stories and dealing with difficult subject matter
- A genuine love of working as part of a team
- A flexible approach

Knowledge

It is **essential** for you to have the following level of knowledge:

- Strong technical knowledge and interest in the possibilities new technology offers
- Good knowledge of social media and community and how to harness it for maximum effect, including but not limited to Facebook, Twitter, Flickr, YouTube and Instagram

It is **desirable** for you to have the following level of knowledge:

- Knowledge of health and science within the breast cancer arena.

- Good knowledge and understanding of online marketing (SEO, both paid and natural), PPC, email and online advertising

Role Information

Key internal working relationships

You will work closely with the following:

- Fundraising, Communications and Engagement directorate
 - Research Communications, Health Information, Brand Marketing, Digital, Press, Philanthropy, Individual Giving, Community and Events, Corporate Partnerships and Engagement
- Research, Support and Influencing directorate
 - Research, Nursing, Support Services, Public Health and Wellbeing, Policy, Evidence and Influencing
- Corporate Services directorate
 - IT, Facilities, Legal, Compliance and Governance, People and Organisational Development
- Chief Executive's Office

Key external working relationships

You will work closely with the following:

- Agencies, freelancers and consultants
- Supporters (fundraisers, campaigners, volunteers) and patients
- Breast Cancer Now-funded researchers and research institutions

General information

Location of role	<p>Although the role will be based in one of our office locations, we are following a blended approach between office and home working with a minimum of 2 days per week in the office for full-time staff.</p> <p>The address of our offices are:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB</p> <p>St James House, Vicar Lane, Sheffield S1 2EX</p> <p>1st Floor, 14 Cathedral Road, Cardiff CF11 9LJ</p>
Hours of work	35 per week, Monday to Friday
Contract type	Permanent

Medical research	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives.
Conflict of interests	You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
Immigration, Asylum and Nationality Act 2006	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.