

## Role profile

<b>Role title</b>	<b>Multimedia producer</b>
<b>Department and directorate</b>	<b>Brand and production, Communications and policy</b>
<b>Grade</b>	<b>Grade 6</b>
<b>Reports to (job title)</b>	<b>Senior multimedia producer</b>
<b>Direct reports (job titles)</b>	<b>No direct reports</b>

### *Job Overview– purpose of the role*

*Describe as concisely as possible the overall purpose of the job and what success looks like. Please limit this to a maximum of four or five sentences*

Working within our in-house creative agency, this role helps provide a video/audio production and editing service covering a wide range of outputs. You will identify and implement creative solutions to a variety of communications challenges, liaising effectively with project leads on initial brief, script, shoot, edit, and quality assurance. You will also work with the communications and policy teams to plan out and deliver engaging content for our digital channels and assist the senior multimedia producer in providing photographic services.

### *Duties and Responsibilities*

*What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)*

**Please provide a bullet point list**

- With the direction of the senior multimedia producer, responsible for producing a wide range of multimedia outputs, including video and audio production, across the BMA
- Work alongside the multimedia producer in providing a video production and editing service, commissioning external support where required. This entails managing projects on own initiative, scripting, shooting, editing, quality assuring video etc, as appropriate
- Provide audio production and editing services as necessary – including recording audio clips for use on the web, podcasts and elsewhere, advising on audio production values and managing audio assets in line with established policy and procedures (storage, tagging, naming conventions)
- Provide photographic services, including undertaking and planning photoshoots as appropriate, or arranging/suggesting external resource as necessary
- Respond to production requests as necessary
- Work proactively with Communications and Policy teams to generate ideas, develop, plan out, commission and deliver engaging content for digital channels. Range of work will include membership engagement projects and influencing campaigns and involve advising on production values (such as staging, lighting, sound etc)
- Brand champion with responsibility to ensure own team’s output adheres to the BMA brand and to educate and inform the rest of the business about the brand
- Manage own workload with direction from senior multimedia producer

## Duties and Responsibilities

- Help maintain a robust job tracking and workflow management system to ensure deadlines are met
- Manage video assets in line with established policy and procedures (storage, tagging, naming conventions)
- Provide additional digital assets (such as slideshow uploads), as appropriate
- Help creative services team manage and develop DAM system across the BMA, including ensuring digital assets are added to the DAM and maintained as appropriate
- Manage and file model consent forms to ensure compliance with data protection legislation
- Any other duties as reasonably directed

## Skill (level and breadth of application)

*What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*

*How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.*

- Professional qualification or equivalent professional experience in a multimedia environment
- Good experience and skills in producing high quality video and audio outputs
- Experience and skills in photography and organising photoshoots would be beneficial
- Good experience in using photography/video editing and production software and techniques (Adobe Premiere and/or Final Cut Pro, Adobe Creative Suite including Photoshop Audition and After Effects)
- Creativity and visual awareness to optimise the impact and effectiveness of all output
- Good communicator across the organisation, involving regular and complex coordination with numerous stakeholders – including chief officers, senior management and elected members
- High level of interviewing skills and ability to gain the trust and confidence of doctors, medico-political leaders and other leading figures and policy makers up to the very highest level to elicit information and quotes.
- Ability to create engaging, narrative based content
- Excellent news sense and judgement, with ability to identify the most relevant and timely issues with which to engage members.
- Research skills to research accurately via the web, internal BMA databases and other sources to check facts, track down contacts and investigate issues.
- Audience awareness to understand the needs of different BMA audiences such as wider membership as well as activists, the four nations of the UK, the larger and smaller branches of practice and different professional groups, and to write content accordingly.
- Proven communicator with external parties, suppliers and freelance support with experience of managing relationships with them
- Ability to negotiate location access – including dealing with GP surgeries and NHS trusts
- Ability to negotiate and resolve briefs, providing expertise and recommending best solutions
- Ability to coordinate with other teams in all parts of the BMA
- Experience of delivering effective content across a range of channels and audiences
- Pro-active approach to AV issues, advising other teams on multimedia issues
- Understanding of how digital technology is evolving across different channels, particularly social media
- Understanding of digital asset formats across different channels, particularly social media
- Sound knowledge of writing/editing scripts and storyboards

### Skill (level and breadth of application)

- Organisation skills to prioritise workload effectively to meet fast and inflexible deadlines and ability to work to a consistently high level of accuracy.

### Intellectual demands (complexity and challenge)

*What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?*

*To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).*

- Ability to identify and implement creative solutions to a variety of communications challenges
- Ability to interpret a client's brief and produce effective solutions, while keeping within budget and constraints of the BMA brand
- Awareness of different audiences and ability to tailor messages and visual style to suit, as well as direct the work of others in these areas
- Frequent contact with leaders in a variety of fields eg health, education and politics to persuade them to share their views and opinions. Negotiating and influencing skills are required to gain relevant information.
- Strong ability to be creative and innovate, combined with excellent communication and negotiation skills, to ensure client's needs are met and best solutions are delivered
- Solid political and policy awareness to ensure outputs accurately represent the BMA's position and policies
- Awareness of contributor interests and ability to account for those when producing multimedia content
- Ability to assess effectiveness of outputs across all channels and suggest improvements as necessary
- Awareness of libel law, copyright law and business law as necessary to operate efficiently and avoid legal problems
- Ability to work under considerable pressure and respond to changing priorities
- Ability to problem solve on own initiative, research new ideas and techniques, and engineer solutions
- Ability to start projects and manage them through, using own initiative

### Judgement (independence and level and impact limitations)

*What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?*

*Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?*

- Under direction of senior multimedia producer, considerable decision-making freedom and responsibility for quality and effectiveness of own work. Final 'sign-off' will invariably rest with client, senior multimedia producer or brand and production manager, but there is great scope to inform and influence final decisions
- Responsible for quality assurance and brand adherence of own outputs. Decisions made will influence the visual identity and brand of the BMA and, in turn, the effectiveness of outputs across all communication channels

### Judgement (independence and level and impact limitations)

- Ability to demonstrate excellent 'news sense' – a strong idea of which issues will make relevant and engaging member content. Need to filter and process information in long, complex and specialist documents or discussed at committee and project meetings and turn ideas into good content.
- Responsibility for managing own workload under direction from senior multimedia producer, brand and production manager and head of strategic communications
- Contributes to the selection and management of third party providers of creative and production services
- Make recommendations on most appropriate software and equipment to meet creative and production needs
- Identify gaps and weaknesses in skillset and self-teach or make recommendations on adapted training as appropriate, to meet creative and production needs
- Contribute to directing external partners/resource on the application and adaption of the BMA brand for their outputs
- Need a high level of awareness of political sensitivities throughout the BMA, and needs to be aware that content will be seen by a wider range of people than just members. Will make judgements about whether content is appropriate for publication referring to senior colleagues when necessary.
- Deputise for the senior multimedia producer in his/her absence
- Initiate and develop new ideas to solve communications issues

### Use of resources (supervision of resources and influence)

*What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.*

*How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?*

- Authorised to source and purchase external services and equipment relating to creative and production services, where appropriate, and within agreed budgets
- Produce cost reports for any purchases that need to be reallocated
- Within organisation, role is a creative and technical specialist team member and holds significant internal and external influence to affect many areas of core business
- Frequently required to handle confidential information or produce sensitive or confidential content

### Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

*What is the purpose of these contacts, eg conveying information, gathering data?*

## Communication (level, internal and external demands and significance)

- High level of communication within own team and department to ensure quality and brand assurance
- High level of communication with wider communications team, senior elected members, chief officers, senior managers and staff in other departments across the Association
- Frequent communication with partners, third party providers, freelancers and suppliers outside of the Association to direct their outputs and ensure brand adherence
- High level of communication with doctors, public and external stakeholders via communication outputs across various channels – including trusts, GPs and VIPs. Outputs range from information and engagement comms, to recruitment and retention campaigns
- Close collaboration with senior multimedia producer to determine work prioritisation
- High level of communication with senior multimedia producer to ensure effective workflow processes, protocols and briefings

## Physical demands & coordination (physical effort and mental strain)

*Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?*

- Normal coordination or physical demands associated with an office environment
- Regular requirement to engage in lifting/carrying/other exertion when setting up video shoots
- Creative and editorial production tools, as well as sizable pressures of multiple, inflexible and short deadlines, require extensive VDU use and high levels of concentration

## Working conditions and emotional demands)

*What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?*

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk
- Regular out-of-hours work
- Work outside of the office on production shoots will be necessary and could involve travel and overnight stays

## Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

#### Sign-off

Manager:

Date:

Role holder:

Date: