

Friends of the Earth – Job Description

Job title	Creative Producer
Reporting to	Head of Content and Creative
Team	Supporter Engagement and Fundraising
Career stage	Grade D
Location	London, with occasional travel within the UK as required
Line management	n/a

Purpose of the role

The Creative Producer will work as part of the creative and content team alongside a digital content creator, 3 designers and 2 copywriters, under the direction of the Head of Creative and Content. They will work primarily on the team’s video and photography output, producing projects, contributing to the creative development and execution on multiple campaigns, as well as acting as a key part of project managing the team’s workload across creative disciplines. The role is an exciting opportunity to be part of a varied and enthusiastic team, and be a key part of shaping Friends of the Earth’s voice and style.

Key responsibilities and tasks

- Work with all members of the creative and content team to track deadlines and delivery, assisting the Head of Creative and Content with the use of project management and tracking tools to ensure we’re using resources and time efficiently
- Work alongside other members of the creative team, and the wider marketing team to develop creative content solutions that meet marketing needs
- Lead on video and photography production processes, including ensuring correct permissions and usage are in place
- Contribute to creative execution of content ideas, may include script writing, shot planning, facilitating collaboration with freelancers and agencies
- Work with the Digital Content Creator to produce video content for digital channels
- Be part of fostering a collaborative approach across disciplines in the creative and content team, and with other departments

Person specification

Essential:

- Experience in producing a wide range of video content for different channels, with a proven understanding of the legal and practical considerations required to ensure a successful production
- Proven ability to approach briefs and problems with a creative mindset
- Strong interest in creative content and video being made across sectors, with awareness of current trends and styles
- Experience of self-shooting and editing video content
- Ability to work efficiently within time constraints and manage deadlines and priorities

- Ability to work as part of a team as well as independently to problem-solve using own initiative
- Excellent communication skills (verbally and in writing), with strong listening skills and excellent visual awareness
- Enthusiastic approach to work and a desire to achieve outcomes in a collaborative manner
- Able to demonstrate a good understanding of digital communications across different channels
- Commitment to the values and work of Friend of the Earth

Desirable:

- Good skills in industry-standard Adobe photo, audio and video editing software
- Experience writing scripts and working with copywriters and designers to create a body of content

Date approved	12/03/2019
Date reviewed	12/03/2019

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.