



JOB TITLE	Audio-Visual Manager
TEAM	Communications and Engagement
DEPARTMENT	Supporter Campaigning and Communications
REPORTS TO	Head of Communications and Engagement
RESPONSIBLE FOR	Volunteers, freelancers and agencies
SCALE	D
HOURS PER WEEK	35

PURPOSE OF THE TEAM

The Communications Team leads the strategic thinking around communications at all levels of the organisation. A multi-discipline team it sets and delivers the organisation's vision for digital engagement, audio-visual, communications strategy, design, brand and publishing. Focused on audience centred experiences, it is responsible for delivering against the organisation's strategic engagement targets and for providing the communications expertise to support the delivery of campaigning, fundraising and other Amnesty International UK priorities.

PURPOSE OF THE JOB

The Audio-Visual Manager leads on Amnesty International UK's production of outstanding audio and video content, on time, cost effectively and to the highest standards. They ensure all of our audio-visual outputs embody our brand, engage our target audiences and are accurate. Successfully delivering this role means that our audio-visual outputs help the organisations to achieve its strategic aims to deliver human rights change and connect more people to the struggle for human rights.

MAIN TASKS

1.0 Strategy

- 1.1 Alongside the Head of Communications and Engagement, lead the strategic development and implementation of Amnesty's audio-visual strategy to achieve the organisation's objectives, in particular growth
- 1.2 Lead the development of AV content for various platforms and audiences, primarily Facebook, Twitter, Instagram and YouTube

- 1.3 Work closely with colleagues within own team and other teams to produce a strategic and annual plan for the conception, commissioning, production and distribution of video and audio projects
- 1.4 Provide internal consultancy on creative concepts for audio-visual products
- 1.5 Build effective relationships with internal and external stakeholders to secure buy-in to audio-visual products, particularly the active participation of contributors including artist supporters
- 1.6 Liaise with the International Secretariat and the Amnesty movement internationally to share learning and assets

2.0 Operational management

- 2.1 To manage the organisation's archive of video and audio productions
- 2.2 Respond to commissions from internal teams and work across the organisation to ensure the delivery consistently high audio-visual content
- 2.3 Research and present background information pertaining to current or planned video and audio productions
- 2.4 Maintain production bible
- 2.5 Work alongside the other Communications Team managers and team members to build a positive team culture
- 2.6 Work with the other members of the Communications Team to develop and achieve objectives and plans

3.0 Resource management

- 3.1 Construct and manage the overall audio-visual budget and individual production budgets of c.£100,000 per year, reporting regularly to the Head of Communications and Engagement
- 3.2 Manage the delivery of productions led by producers, both internal and external
- 3.3 Manage agencies, production companies and freelancers, including contract negotiations and controlling costs, adhering to fair and equal procurement procedures
- 3.4 Manage the health and safety of their staff and volunteers for which this post has responsibility for, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision
- 3.5 Ensure all volunteers, freelancers and agencies working with us contribute positively to our organisation's culture and create and maintain appropriate working relationships

4.0 Other

- 4.1 Take responsibility for their own health, safety and welfare, comply with Amnesty International UK's health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public
- 4.2 Deliver all aspects of this job description in accordance with Amnesty International UK's Equality and Diversity policy
- 4.3 Undertake any other relevant duties or projects as directed by line management which are in line with the overall responsibilities of the post
- 4.4 Adhere to Amnesty International UK's ethics policy when producing audio-visual products and working with contributors
- 4.5 The role will regularly be required to work outside of normal office hours

PERSON SPECIFICATION

ESSENTIAL	CRITERIA
Experience	Demonstrable experience of producing campaigning, advertising and/or educational AV content
	Demonstrable experience of producing AV content optimised for social media that has successfully engaged large audiences
	Demonstrable experience of managing agencies, production companies and technical suppliers to deliver professional productions
	Demonstrable experience of constructing and managing significant budgets of c.100,000 per year
	Experience handling contributors and sensitive issues
	Experience of working with and directing / collaborating with Artists and celebrity contributors
Skills and Knowledge	Knowledge and appreciation of popular culture, particularly film, television and spoken audio + digital trends
	Knowledge and understanding of licencing footage, stills and music and compliance
	Knowledge of media and distribution strategies
	Understanding of legal compliance, defamation and libel
	Excellent organisational skills, with experience juggling multiple deadlines, quick turnarounds, and working in a fast-paced environment
	A broad base of developed film, TV, podcast and digital content production skills
	Creativity, ability to innovate
	Project management skills

	Ability to communicate effectively at all levels, both verbally and in writing
	Ability to work effectively as part of a team
	Ability to prioritise and meet deadlines
	Ability to manage volunteers and freelancers
	Highly developed interpersonal and negotiating skills
Unsocial hours	Ability to work unsocial hours in the evenings and at weekends
Amnesty's aims and objectives	Understanding of, and commitment to, the aims and objectives of Amnesty International
Equal Opportunities	Understanding of, and commitment, to Equality and Diversity

DESIRABLE	CRITERIA
Experience	Professional training in film, television and/or digital content production
	Multi-disciplinary background with experience of writing, directing and photography
	Experience of working in both the not-for-profit sector and commercial environments
	Understanding and experience of social justice campaigning and fundraising
	Experience of appointing and managing external agencies or other third parties
Skills and Knowledge	Good contacts with people in print, TV, film, radio and social media industries

	Ability to form relationships with upcoming artists, directors and producers
	Understanding of current and international affairs
	Willingness to take responsibility for and to implement corporate decisions