

# MOTION GRAPHICS AND VIDEO EDITOR



<b>Duration:</b>	Fixed Term, 6 months
<b>Salary:</b>	circa £43,000 (per annum)
<b>Job Level:</b>	Level 4
<b>Hours:</b>	35 hours per week. Other flexible arrangements will be considered
<b>Disclosure Level:</b>	Basic-This role involves direct or indirect work with children.
<b>Reports to:</b>	Senior Creative Producer (Film & Photo)
<b>Location:</b>	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

## ABOUT THE TEAM

The Creative Team sits within the Public Engagement Directorate. This Directorate has an ambitious strategy to maximise the amount of income, influence, and impact we deliver for children. The mission of the Creative Team is to collaboratively plan, produce and deliver creative content across editorial, design, video and photography that results in greater income, influence, and the growth of the UNICEF brand in the UK.

## ABOUT THE ROLE

As Motion Graphics and Video Editor you will focus on producing best in class content for UNICEF UK's campaigns and initiatives. You will be responsible for the timely development, production and editing of video, motion graphics and digital assets that showcases UNICEF's work and impact around the world and brings to life children's stories.

## What we will expect you to achieve

### Production

- Create and edit best in class video and motion graphic content for UNICEF UK channels, in collaboration and partnership with the Creative team and commissioning teams from across the organisation.
- Collaborate with the Creative team to produce content packages, for campaigns, products, and partnerships.
- During emergency appeals, edit creative video and motion graphics content on a quick turnaround, under tight and variable deadlines for social media and other online and broadcast platforms.
- Produce graphics for videos and display advertising which utilize animation, infographics, video footage and stills that work across different cultural/geographic contexts.

### Technical

- Undertake UNICEF UK video production and post-production, including managing media with After Effects, Adobe Premiere Pro, Media Encoder, Photoshop and other related motion graphics and animation software.
- Shoot and edit video as required for UNICEF UK priority campaigns and communications.

- Serve as in-house motion graphics expert, demonstrating a thorough understanding of digital channels and formats.

### **Consultancy**

- Provide video support and guidance to teams across UNICEF UK, including specialist knowledge on motion graphics.
- Act as a brand guardian and ensure all content is in line with UNICEF UK's brand guidelines, image guidelines and tone of voice.

### **Team**

- Contribute to building and maintaining a strong, collaborative and mutually supportive team.
- Other duties as required and requested in keeping with the wider needs of the team, particularly in emergency rotas and to also support a flexible team approach.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

## **BEHAVIOURS, EXPERIENCE AND SKILLS**

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

### **Effective behaviours**

#### Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Takes a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF through motion graphics and video whilst achieving the campaign objectives.

#### Creating and innovating

- Contributes ideas, approaches and insights that enable innovation
- Scans the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work
- Approach problem-solving creatively; bring ideas from outside to help achieve our vision; challenge established processes; demonstrates flexibility and adaptability to working in new scenarios.

#### Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.
- Presents complex and difficult messages clearly and with impact

#### Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims
- Reviews results and extracts learning to optimise future performance
- Anticipates internal/external challenges that could impact UNICEF UK's work and adapts approach accordingly

#### Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised
- Suggests simplifications to overly complex ways of working to improve results

**Relevant experience**

- Experienced in creating motion graphics and video content to high quality standards, from concept development through to distribution.
- Experienced in post-production of motion graphics both on video as well as on digital content (such as display, email).
- Evidence of working in a collaborative and consultancy capacity with other teams, helping to identify and deliver against strategic objectives with video and motion graphics.

**Specific knowledge and skills**

- Expert skills in motion graphics, editing, video production and industry standard tools, including Adobe Creative Suite.
- Knowledge of response content production, creating and developing content that moves audiences to respond and take action.
- Expert skills in filming and using professional camera equipment, lights and sound.