

SENIOR CREATIVE PRODUCER (FILM & PHOTOGRAPHY)

Duration: Fixed term (6 months cover starting Jan 2027)
Salary: 60,984
Job Level: 3
Hours: 35 hours per week. Other flexible arrangements will be considered.
Disclosure Level: Basic This role involves no direct and indirect work with children.
Reports to: Head of Creative
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we work alongside partners and communities to help realise children's rights and build a better world for every child. We are committed to an inclusive workplace where people feel valued, supported, and able to thrive – connected by shared values, a sense of purpose and a collective commitment to making childhood unstoppable.

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 and Partnerships Directorate, which has an ambitious strategy to maximise the amount of income, influence, and impact we deliver for children. The Creative Team's mission is to lead the development and execution of innovative, high-quality content across creative strategy, copy, design, film, and photography, significantly enhancing the UNICEF brand's presence and impact within the UK.

ABOUT THE ROLE

The Senior Creative Producer (Film & Photography) defines, develops, and champions UNICEF UK's approach to visual storytelling, combining creative leadership with expert production knowledge to deliver insight-led film and photography content that resonates with diverse audiences. Through compelling and channel-first visual narratives, you will help drive engagement, inspire action, and support UNICEF UK's goals of income, influence, and impact.

Partnering across the organisation, you will lead end-to-end film and photography production, overseeing efficient workflows and high-quality creative outputs across multiple channels and platforms. As a champion of inclusive storytelling and safeguarding, you will ensure content is ethically produced and reflects the dignity, agency and lived experiences of children and communities. You will provide inspirational leadership to colleagues, foster a culture of innovation and continuous improvement, and manage relationships with external partners to deliver high-impact, strategic creative.

What we will expect you to achieve

- Define, develop and champion UNICEF UK's approach to visual storytelling, setting the strategic vision, creative standards and long-term direction for film and photography across the organisation.
- Establish and evolve creative frameworks, guidelines, and best practice for visual storytelling, ensuring all film and photography content reflects UNICEF UK's brand, inclusive storytelling principles, and audience engagement ambitions.
- Lead the development of insight-led visual storytelling strategies that translate organisational priorities, campaign objectives and audience needs, into distinctive and impactful creative approaches.

- Lead, inspire and develop a team of filmmakers, photographers, editors and creative specialists, creating a culture of ambition, experimentation, collaboration and continuous improvement.
- Act as UNICEF UK's senior creative authority on film and photography, providing expert counsel and creative direction to senior stakeholders, project teams and external partners.
- Oversee the end-to-end delivery of film and photography projects from briefing and commissioning through to final distribution. Managing multiple production schedules simultaneously, balancing short-term reactive requests with long-term strategic projects.
- Ensure all content is audience-led, channel-appropriate and informed by insight, using performance data, research, and user behaviour to continuously improve impact and engagement.
- Lead the commissioning and delivery of domestic and international productions, building strong partnerships with UNICEF country offices, agencies, and suppliers to create authentic, high-quality content. Ensuring productions are informed by local context and community perspectives, supporting participatory and co-creative approaches wherever appropriate.
- Champion safeguarding, ethical practice, and inclusive storytelling across all visual content, ensuring children and communities are represented with dignity, agency and respect.
- Champion creative excellence and innovation, identifying emerging storytelling techniques, platforms, technologies, and industry trends to continually strengthen UNICEF UK's visual communications.
- 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 better world for every child.
- Raising children's voices and their representation through the work.
- Take a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF through creative content, whilst committing to our inclusive storytelling narrative approach.

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.
- Empowers people to innovate and welcomes new ideas that are focused on the delivery of strategic priorities.
- 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.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience, and knowledge.

Relevant experience

- Proven experience leading film and photography production within a creative agency or in-house creative team.

- Experience mentoring or line-managing other creatives, setting standards, and fostering creative growth.
- Extensive experience delivering complex film and photography projects from conception through to distribution across multiple channels and audiences.
- Proven experience leading international productions in collaboration with global or locally based partners.
- Experience working with children and young people within robust safeguarding frameworks.

Specific knowledge and skills

- Expert knowledge of creative production tools (Adobe Creative Suite, etc).
- Experience of co-creation and participatory storytelling methodologies.
- Understanding of inclusive storytelling and ethical representation.
- Experience working with audience insights and analytics to shape and optimise creative work.

