

# Senior Videographer & Editor

## Reporting Lines



<b>Department</b>	Marketing	<b>Reporting to</b>	International Content Manager
<b>Salary Range</b>	£32-36k	<b>Version</b>	SVE-JD-V1-07-24
<b>Team</b>	Team is 4 people initially, but may grow. This position has 0 Subordinates.	<b>Working hours</b>	Full time: 37.5 Hours per week

## Main Job Purpose

**Action For Humanity (AFH)** is a charity that aims to provide aid and assistance to people affected by natural and man-made disasters. Our vision is a world of crises-resilient communities. Our mission is to mobilise and respond to emergencies and critical needs through humanitarian, development and peace-building action, helping affected communities survive, recover and build a better future.

We are looking for a passionate Senior Videographer & Video Editor to join the marketing team at Action for Humanity. You will work closely with the International Content Manager and oversee the creation and management of video content across various channels. The ideal candidate will have a strong background in storytelling, video production, content creation, and editing. This role requires a strong background in both video production and editing, with the ability to develop engaging content that resonates with our audience and meets performance targets.

## Responsibilities

The Senior Videographer & Editor is accountable to fulfil their roles and responsibilities in line with AFH's strategy, code of conduct, values, and principles and to report to their line manager regularly on the basis of annually defined KPIs.

### Content Creation:

- Develop and produce high-quality video content for various channels including paid social assets, branded content, fundraising and organic social media.
- Generate creative concepts and ideas for video content that align with brand messaging and marketing objectives.
- Undertake animation and motion graphics tasks at a high level.
- Stay on top of multiple video editing projects simultaneously, to meet deadlines.
- Ensuring all content is produced within brand guidelines and in-keeping with the tone of Action for Humanity.
- Colour correction and grading images and videos, conforming to broadcast and social standards and guidelines.
- Sourcing audio tracks and sound mixing edits, creating well mastered tracks across multiple layers.

### Deployment Recording:

- Storyboard and record videos of the needs assessments, our thematical impact and staff/donor deployments and challenges.

### Video Editing:

- Edit video footage to create polished and professional final products.
- Edit to a high standard, working across commercial, social and marketing projects.
- Ensure all video content is on-brand, consistent in style and quality, and optimised for each platform.
- Utilise video editing software (e.g., Adobe Premiere Pro, Final Cut Pro) to enhance video quality, add effects, and ensure seamless transitions.

### Strategy and Planning:

- Collaborate with the marketing and creative teams to develop content strategies that align with business goals and marketing objectives.
- Plan and execute video content calendars, ensuring timely delivery and distribution of content.

### Performance and Optimisation:

- Monitor and analyse the performance of video content, using insights to optimise and improve future content.
- Set and achieve performance targets for video content, ensuring it drives engagement and conversions.

### Collaboration and Coordination:

- Work closely with internal teams and external partners to coordinate video shoots and content production.
- Work with internal and external stakeholders to manage projects to a high standard.
- Assist the team in the day to day running of the editing team, workflows, mentoring and guiding through technical and day to day issues.
- Manage relationships with freelancers, agencies, and other vendors involved in the video production process.
- Manage collateral on our internal DAM system

### Innovation and Trends:

- Stay updated with the latest trends in video production, social media, and content marketing.
- Experiment with new formats and techniques to keep content fresh and engaging.

**Other**

- Any other reasonable tasks as assigned by line manager

**Our Values**

***Believe in the cause***

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

***Work together***

Teamwork is the backbone of our work’s success.

***Give with grit***

Being a “gritty” person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

***Make life better***

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

**Work Environment**

- 95% indoors / office based
- 5% outdoors / travel / events / work trips etc.

**Job Requirements**

<p><b>Education</b></p>	<ul style="list-style-type: none"> <li>● Bachelor’s in a related field such as Marketing, Digital Marketing, Media, etc) and/or CIM level 5 or relevant experience (Essential)</li> <li>● Good prior experience of editing and videography</li> <li>● Evidence of continuous professional development</li> </ul>
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>● Track record of success in a similar role</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>● Understanding of key software packages including Adobe Suites, Google Analytics, etc.</li> <li>● Expert level of proficiency in Adobe Premiere and After Effects.</li> <li>● High level of proficiency in colour grading using Adobe Premiere.</li> <li>● High level of proficiency in sound mixing and mastering.</li> <li>● High level of proficiency in Photoshop.</li> <li>● Proficient in setting and implementing task in a project management system such</li> </ul>

	<p>as Asana, Monday etc.</p> <ul style="list-style-type: none"><li>● Advanced knowledge of essential digital marketing tools and technologies.</li><li>● Knowledge of media and marketing legislation, copyright law, GDPR, the Fundraising Regulator and Charity Commission Information.</li><li>● Be able to demonstrate initiative, problem solving and creativity daily.</li><li>● Ability to work calmly under pressure and balance competing priorities and deadlines.</li><li>● Proven internal and external stakeholder management skills.</li><li>● Strong understanding of content management systems and web optimisation.</li><li>● Understanding of charity/NGO best practice and trends throughout the world but particularly in the Middle East.</li><li>●</li></ul>
<b>Languages</b>	<ul style="list-style-type: none"><li>● Strong written and spoken English (Essential)</li><li>● Strong written and spoken Arabic, Urdu, or French (Desirable)</li></ul>