

Role	Multimedia Designer
Location	Central London
Salary	£25,734 - £28,486
Contract	Full time, permanent
Reports to	Communications and Engagement Manager
Team	Communications

About the role

We are looking for an exceptionally creative and energetic designer to take on this exciting new role. You will help us bring the work of our amazing young volunteers to life across a number of platforms and media and use bold design to inspire other young people to create lasting change.

As Raleigh International's new **Multimedia Designer**, you will be responsible for developing and leading on a wide range of creative and design projects – including digital, social, video and print – which promote recognition of our brand, showcase our impact, get young people involved in our campaigns, and encourage others to work and partner with us.

The role requires digital design expertise. You will have a passionate understanding of the latest design trends and won't be afraid to challenge and change how we do things. You will bring excellent knowledge of web, mobile and graphic design, including extensive expertise with Adobe Creative Cloud. As well as digital design, you will design for print and be confident in every stage of the print process – from briefing to exporting final artwork and liaising with external printers. You will also have video and photo editing skills and be able to repurpose, edit and cut existing video footage and photography for optimal use across multiple communications channels.

The Multimedia Designer will work with multiple teams throughout the organisation, both in London and in our international offices. You will use your excellent communication skills and ability to build relationships to deliver assertive and creative feedback on briefs, update on project progress, and to pitch innovative new ideas. Time management and organisational skills will be key as you will often be working on a number of briefs at a time.

The Multimedia Designer will be required to brief and manage both professional and volunteer photographers and videographers. You will also be willing to take part in content gathering trips yourself, both in the UK and internationally. You will ensure all gathered content is fit for purpose, on brand, and stored in a way that is accessible to all staff. The Multimedia Designer will advise on, develop and champion the use of a new multimedia asset management system as a way of storing and retrieving assets.

You will act as the brand guardian and champion with the Communications and Engagement Manager. Raleigh's brand is currently undergoing an invigorating refresh and you will have a big role in shaping this piece of work, leading on the new look and feel of the organisation.

You will work creatively with other colleagues in the Communications Team on content, including the Senior Digital Communications Officer and Senior Alumni Engagement

Officer, as well as with communications volunteers and colleagues in our countries of operation. You will also support the Senior Creative Content Officer to coach young people around the world to share their own stories through digital media.

It's an exciting time to take on this key role in our Communications Team. We're building a new, energetic team, embracing new ways of working, and collaborating with each other so that we can champion youth voice throughout our work and inspire young people to find creative ways to drive long-lasting change in the world.

Accountabilities

Brand

- Take the lead in refreshing the organisation's brand look and feel so it inspires our staff and connects with our target audiences
- Work with the Communications and Engagement Manager to articulate Raleigh's brand to all staff, volunteers and external stakeholders
- Ensure all written, visual and multimedia assets meet new organisational brand guidelines with the support of the Senior Creative Content Officer and Communications and Engagement Manager
- Work with the Expedition team to manage the Raleigh Expedition brand
- Work with the ICS team to ensure designs meet ICS brand guidelines

Design (digital and print)

- Provide proactive, bold and creative design solutions to meet requirements across the whole organisation (including communications, campaigns, marketing, recruitment, fundraising, alumni, corporate partnerships, volunteer and training)
- Meet, and provide assertive feedback on, creative briefs, working with teams across the organisation to ensure designs are effective for their target audiences and meet new brand guidelines
- Ensure all work is delivered in a timely manner, providing updates and opportunities for feedback and review after the briefing stage
- Manage relationships with existing external suppliers and continually research new potential suppliers to ensure high quality, environmentally conscious and cost-efficient purchases
- Provide clear briefs to external agencies and designers, monitor and oversee progress and delivery of outsourced projects
- Continually refresh and renew your design knowledge, and that of the organisation, by attended external training and events and reading around the latest trends – feedback findings to the Communications Team

Planning and asset management

- Develop a multimedia content planner tool to help manage and prioritise workload, taking into account the diverse needs of teams across the organisation
- Hold quarterly design planning meetings with department heads across the organisation
- Build strong working relationships with head office and international staff to understand their needs and prioritise workloads
- Advise on, establish and champion the use of an asset management system where all of Raleigh's multimedia assets can be stored, categorised and tagged, making them easily accessible across the organisation

- Regularly promote existing and key multimedia assets to relevant teams across Raleigh, both in head office and internationally, to maximise their use
- Plan and take part in content gathering or training trips, both in the UK and internationally

Social media

- Create design solutions and digital assets that are effective at reaching and engaging our target audiences on web and social media, particularly Instagram and Facebook
- Collaborate with the Senior Digital Communications Officer to produce engaging digital and social media content, analyse its effectiveness and make suggestions for continual improvement and development of digital content
- Create and curate digital content for our social media channels, working with the Senior Creative Content Officer
- Manage Raleigh's YouTube channel, ensuring all videos are titled, tagged, captioned, have appropriate thumbnails and are displayed in an engaging way to attract views
- Input into regular cross-departmental social media planning meeting and develop creative ideas which work across multiple platforms

Video

- Edit compelling video content to support Raleigh's brand and organisational priorities, utilising new content and repurposing existing footage
- Generate creative film ideas for campaigns, volunteer recruitment, alumni relationship building, fundraising and programmes, with particular focus on optimising for social media to increase reach and engagement
- Track and evaluate the success of video content and produce recommendations to inform future design
- Brief and manage external professional and volunteer videographers who will capture content, both in the UK and internationally
- Work with the Senior Creative Content Officer to provide support and mentoring to volunteers on shooting video
- Ensure all video is appropriately title, captioned and tagged, and uploaded to our asset management system – work with teams to identify existing content which will be suitable for their needs

Photography

- Work with teams across the organisation to identify specific photography needs and write briefings which capture these
- Brief, support and manage professional and volunteer photographers, both in the UK and internationally, to gather photos which are visually stunning, on brand and which engage our key audiences
- Work with the Senior Creative Content Officer to provide support and mentoring to volunteers on taking photos
- Ensure all photography is appropriately title, captioned and tagged, and uploaded to our asset management system – work with teams to identify existing photography which will be suitable for their needs

Person Specification

Essential

- Able to demonstrate bold, creative approach to design projects, including an impressive portfolio of previous design work
- Able to generate and develop creative, proactive ideas
- Excellent design skills across a range of platforms from print to digital, experience of producing web and social media assets, video and photographic content
- Expert user of Adobe Creative Cloud, particularly Photoshop, InDesign, Illustrator, Premiere and After Effects
- Experience of repurposing and editing existing video and photography content to create fresh, engaging content
- Proven ability to produce targeted, on-brand multimedia content to tight deadlines, while managing multiple projects at a time
- Experience of creating multimedia content for social media and knowledge of how to optimise this content for maximum reach and engagement
- Understanding of best practices for visual and digital communications
- Knowledge of print production process, including set up for digital print
- Excellent administrative and organisational skills, with a keen eye for design and attention to detail
- Embraces new ways of working and encourages creative and innovative approaches to tasks
- Excellent written and verbal communications skills
- Enthusiastic and energetic self-starter who possesses a positive attitude and takes innovative approaches to problem solving
- Able to work on own initiative, under direction, and within a team, as appropriate
- Flexible team player willing to share responsibility and support the team
- Understanding of, and commitment to, the aims, values and culture of Raleigh International

Desirable

- Knowledge of digital content and asset management systems
- Experience of writing creative briefs for video and photography
- Confidence in commissioning and managing professional and volunteer photographers and videographers
- Ability to use professional photography, video and sound equipment
- Experience of creating content for specific audiences, including youth (17-25 year olds)
- Experience working with young people aged 17-25
- Interest in international development, environmental sustainability and youth issues
- Willingness to travel within the UK and internationally if required

About Raleigh International

Raleigh International is a youth-led sustainable development charity. We focus on working for and with young people to inspire and make positive change in four areas: promoting youth in civil society, providing access to safe water and sanitation, protecting vulnerable environments and building livelihoods and enterprises.

Our way of working to achieve impact is by engaging young volunteers through delivery programmes: Raleigh Expedition, International Citizen Service (ICS), a UK government-funded development programme, and national youth programmes where we work solely with local youth volunteers in-country.

By working through youth, we develop young leaders and ensure young people are connected, valued partners in development.

Our values

Our values are at the heart of our work. They guide how we do what we do. They are shared by our staff, supporters, volunteers, project partners and the communities with whom we work.

➤ Find the courage

We find the courage to step out of our comfort zone and create change.

➤ Never give up

We have the grit, determination and resilience to get the job done.

➤ Open to discovery

We are open-minded to trying new things and learn from one another.

➤ Act with Integrity

We act with honesty and respect, and we take responsibility for doing what we say.

➤ Create Impact together

We seek to maximise long-lasting impact in everything we do.

Other Information

Holiday entitlement

The holiday entitlement for full-time staff is 25 working days per year, plus 8 public holidays. Part-time staff receive a pro-rated entitlement.

Office hours

Normal office hours are Monday to Friday, 9am - 5pm, though staff can vary their start and finish times between 8am - 4pm and 10am - 6pm.

Weekend, early morning and evening working may be required in the following circumstances: to attend events and meetings and on overseas field trips.

Employment eligibility

To be considered for this role applicants must have British Nationality or have a right to live and work in the UK.

Safeguarding and Vulnerable Adults

Raleigh International is committed to ensuring the health, safety, welfare and development of all young people with whom it works regardless of gender, age, stage of development, disability, sexual orientation, religion, culture or ethnicity. All participants who take part in activities organised by us should enjoy taking part in these without fear of harm. We guide all staff and volunteers to show respect for and understanding of young people's rights and their safety and welfare and by so doing, conduct themselves in a way that reflects our principles.

Anti-Corruption Policy

It is Raleigh International's policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage. Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harm the societies in which these acts are committed and prevents economic growth and development. Any breach of Raleigh's policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.