Recruitment Pack
Multimedia Designer and Brand Officer

Credit: Vivien Cumming
About this role.

As the Multimedia Designer and Brand Officer you will be responsible for developing and leading on a wide range of creative and design projects – including digital, print, social and video – 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.

Raleigh International’s brand has recently had a bold refresh and you will have a big role in ensuring the successful roll out of the brand both internally and externally. Acting as a brand guardian, you will be responsible for the consistent communication and embodiment of the brand’s identity.

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.

You will work with multiple teams throughout the organisation, both in London and in our international offices. Time management and organisational skills will be key as you will often be working on a number of briefs at a time.

How to apply
Please apply through our anonymised application form on our website here.
Role responsibilities.

Design
• Create engaging visual multimedia content for online and offline platforms.
• Work with young people to create ideas, designs and assets which reflect what they want to communicate.
• 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.
• Conduct user research to inform impactful creative work that generates more engagement and response.
• Take the lead on Raleigh International’s photography and video consent process ensuring all relevant parties are fully informed and trained.
• Ensure you are up to date on the latest creative trends for social media, website and e-mail marketing.
• Ensuring all content and designs are on brand on all front-end interaction points including raleighinternational.org, actionnotexcuses.org, email marketing and social media.

Photography
• Work with teams across the organisation to identify specific photography needs and write briefings which capture these.

• Work with the Senior Creative Content Officer to 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.

Video
• Create compelling video content to support Raleigh International’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.
• Support National Societies, for example in sourcing and training of video equipment.
• Brief and manage external professional and volunteer videographers who will capture content, both in the UK and internationally.
Planning and asset management
• Build strong working relationships with senior management to understand their needs and prioritise workloads.
• Advise on, establish and champion the use of an asset management system making assets easily accessible across the organisation.
• Regularly promote existing and key multimedia assets to relevant teams across Raleigh International to maximise their use.
• Consistently review and update processes (for example, design briefs) to ensure effective working.
• Manage relationships with existing external suppliers and continually research new potential suppliers to ensure high quality, environmentally conscious and cost-efficient purchases.

Brand
• Implement a fully integrated plan to ensure the new brand is rolled out successfully to all internal and external stakeholders.
• Ensure the effective use of brand guidelines across the organisation e.g., by delivering training sessions.
• With the support of the Head of Marketing, Campaigns and Communications oversee Raleigh International’s brand architecture (reviewing our sub-brands and their relationship with the Raleigh International brand).
• Ensure all written, visual and multimedia assets meet organisational brand guidelines with the support of the Senior Creative Content Officer.
• Working with the Head of Marketing, Campaigns and Communications in producing anti-racist and gender-inclusive communication guidance and social media content guidelines.
Essential.

• Able to demonstrate bold, creative approach to design projects, including an impressive portfolio of previous design work
• 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 Pro and After Effects
• 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
• Able to work on own initiative, under direction, and within a team, as appropriate

Desired.

• Experience of managing a brand and being involved in internal rebrand projects.
• 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
• Experience working with young people aged 17-25
• Willingness to travel within the UK and internationally if required
Why work for us?

What makes Raleigh International different…
We are taking action to harness and maximise the energy, creativity and determination of the current youth generation to tackle the most pressing and complex challenges facing our planet.

Julian Olivier, CEO, Raleigh International
Our vision.
A fair, inclusive, and green world where young people confront the planet’s most urgent crises.

Our mission.
To ignite youth-led action that creates solutions to the world’s most urgent problems.

Our role.
We support young people by connecting them with the skills, networks, platforms and experiences to lead action on the change they demand.
Raleigh International is a youth-driven organisation supporting a global movement of young people to take action.

We exist to ignite youth-led action that creates solutions to the world’s most urgent problems. But while young people demand change now, they do not always know how to take action. We support young people by connecting them with the skills, networks, platforms and experiences to lead on the change they demand.

We work globally to promote the role of young people in decision making and civil society, creating meaningful youth employment and enterprise, protecting vulnerable environments, combating climate change, and ensuring the right to safe water and sanitation.

With over 35 years of experience working with over 55,000 young people from more than 100 countries, we’re an ever-evolving organisation, constantly adapting to new ideas and challenges.
Our Theory of Change.
Ignite, Equip. Mobilise.

This generation of young people will change the world. But in order to make the vision of a fair, inclusive and green world a reality, young people must be given access to the platforms, networks, skills and experiences they need. They must engage in action where their rights are championed, and where their voice is heard as an equal.

We support young people to move up through three levels of participation; first engaging as contributors; then as collaborators; before arriving at the level of initiators.

**Contributor.**

I contribute towards the achievement of predefined goals, generating new opportunities for myself and the world.

**Collaborator.**

I collaborate with other young people, making decisions about the goals we want to work towards collectively.

**Initiator.**

I ideate, initiate and engage in equitable decision making with adults devising new ways to work towards shared goals.

---

**Youth.**

**Our Global Alliance**

For 35 years we have helped create youth leaders who are empowered to create lasting change in their communities. Our global alliance of over 15 countries forms a network of committed changemakers who collaborate on and initiate programmes and campaigns which are helping to build a greener and fairer world.

**Action Not Excuses**

Action Not Excuses is our first ever global environmental campaign. It will link up young people across the world to take climate action. Together we will support 100,000 young people to create new green jobs, lead the fightback against waste and pollution, and plant 10 million trees.

**Your Impact.**

Raleigh International's size means that you can have a big impact on the organisation with your role. We run efficient teams with core, essential skillsets and it is likely that you will be able to help shape the strategy and implementation of your team’s plans and bring your ideas to the fore. Each role in our organisation is essential and its impact can be felt on a day-to-day basis with the delivery of our programmes.

**Our Culture.**

Raleigh is a friendly, positive and collaborative place that feels more like a family than a workplace. Our people are at the heart of the organisation. Connecting and sharing with each other and having fun together are as important as the work we do.

We’re also a learning organisation and believe very much in having the skills to succeed. Ongoing learning and development initiatives are something we are passionate about.
Our Values.

All organisations have their values, but Raleigh International really is an organisation that strives to recruit based on cultural fit and hire people who really embody, not just embrace, our values. Above all we are an organisation of motivated doers, so our values are action-orientated. Here are our values and some stories from employees as to how they live those values.

“We find the courage to speak up for a cause and take action.”
Jyoti, Operations Manager, Nepal

“It is inspiring to work with such a dedicated international team where we are all striving to make the greatest positive impact”
Josh, Marketing, Recruitment and Events Officer

“Raleigh International life is being surrounded by young people who have special talents, passions, and good energy to drive changes.”
Gerald, RTS project Coordinator Tanzania

“I am glad to work somewhere where diversity is celebrated, and we can come to work as ourselves”
Heleena, People, Culture and Training Manager, UK

“We do not give up and we adapt to different cultures, contexts, people and countries to do our work in the best way.”
Hellen, National Volunteer Coordinator, Nicaragua

Create impact together.
We believe our voices and actions are stronger together. It is the ideas and power of an inclusive movement that changes the world.

Act with integrity.
We respect the qualities of real leaders, and we strive to embody them in everything we do.

Commit to learning.
We understand the importance of learning for growth and inclusion. We must listen to and learn from each other to create real change for everyone, everywhere.

Find the courage.
We stand up for what we believe is right, even if this means stepping out of our comfort zones.

Never give up.
Changing the world can be hard, but we will not stop until we have achieved all we set out to.
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 depending on the requirements of the role. See the role description for more information. We have a hybrid style of working between our London, Westminster based office and remote working. Currently you would need access to our office to work for us.

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

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.

Equity, Diversity and Inclusion.
We are committed to eliminating discrimination and creating a workforce that reflects the societies we live and work in. We are also committed to creating an inclusive workplace culture that supports diversity and inclusion, allowing all colleagues and volunteers to bring their whole selves to work or their volunteering placement, without fear or judgement. We believe achieving equality, diversity and fairness of opportunity is our shared responsibility and we are working hard to ensure that as an organisation and as individuals we are all accountable. It starts with us.
Not only does a career at Raleigh International offer fulfilling job satisfaction and impact, but we take seriously investment in our best resource – our people. As an employee of Raleigh, you will be able to access the following benefits:

**Volunteering leave.**
We believe in the power of volunteering. That’s why we offer every employee twenty-eight hours (four days) volunteering leave per year (pro-rated for part time staff).

**Employee Assistance Programme.**
Raleigh is part of an employee assistance programme which offers round the clock support for employees and their immediate family members on a wide range of work and personal issues.

**Wellbeing programme.**
We know that healthy bodies and minds are important. Whether it’s yoga sessions in the office, staff welfare days and collaborative weekly wellbeing events, Raleigh International Head Office strives to offer a mix of activities.

**Season ticket loan.**
Interest free loans are available to allow staff to save money and purchase season tickets. The loan is paid back monthly via deductions from your salary.

**Other benefits.**
Also available to staff are enhanced maternity/paternity/adoption pay, life assurance, pension scheme, study leave, staff discounts and free eye sight tests.