



Position Title:	Story & Content (Multimedia) Producer
Reporting to:	Story, Content and Engagement Lead
Team/Department:	Story and Content
Location:	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 5
Effective Date:	18 September 2020
Position Overview:	<p>This position is responsible for generating innovative digital content including video, graphic design, illustrations in consultation with the Story and Content team and Amnesty's Impact Campaigns, ensuring that Amnesty International Australia's communications channels are performing to agreed standards/KPIs.</p> <p>Specialising in creative formats production for Amnesty International Australia social channels, the Multimedia producer is also a general all-rounder who can lead in developing campaign's content plans. Further to that, they will also build skills across Amnesty International Australia staff and supporters to ensure enhanced communications competencies and will keep abreast of new developments in video production trends to identify opportunities for implementation.</p>
Main Responsibilities:	<ul style="list-style-type: none">● Storytelling content concept development, production and analysis for assigned campaign(s)● Provide creative expertise and identify specific video and multimedia opportunities● Advise the organisation on strategic use of video and multimedia content to ensure high performance in key communications channels, particularly for social media● Recruitment and management of key volunteer production team across multiple action centres (Video/multimedia)● Training and coaching of key staff and supporters across the organisation to improve supporter engagement and communications competencies● Retrieve and repurpose global Amnesty content for Australian Market● Producing and delivering communications as relevant to the role, using a range of channels and technologies● Performing the role to a high standard within agreed timelines, and in line with Amnesty International Australia's (AI Australia's) vision● Other tasks within your skills and competence as required



**Essential Qualifications,
Skills and Experience:**

- Advanced skills in Adobe Suite, Canva, FCP/Avid or other editing software.
- High level video/photography/multimedia production skills - producing, directing, shooting, editing
- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media)
- Content plans, analysis and reporting skills
- Understanding of innovative and emerging multimedia formats
- Understanding of audiences
- Strategic planning skills
- Project management skills
- Training and coaching skills
- Creative thinking, ideation and proven, highly-developed storytelling skills
- Understanding of best practice for specific communications channels
- Understanding of fundraising, insights and analytics approaches
- Volunteer recruitment and management experience
- Experience producing content that builds organisational brand
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

Key Relationships

- Impact
- Movement
- Brand

How we work:

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Support the general on-site functioning of the Action Centres
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques



About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

Acceptance

Name: _____

Signature: _____

Date: _____

