



## **Multimedia Content Producer Job Description**

<b>Location:</b>	<b>Sydney (Broadway) - Flexible working available</b>
<b>Reporting to:</b>	<b>Managing Editor</b>
<b>Travel:</b>	<b>Potentially domestic and international</b>
<b>Supervising:</b>	<b>N/A</b>
<b>Status:</b>	<b>Part-time or full-time</b>
<b>Band / Grade:</b>	<b>B2</b>
<b>Date:</b>	<b>20 July 2022</b>

### **Organisational Context**

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organisation that delivers emergency assistance to people affected by armed conflict, epidemics, healthcare exclusion and natural disasters. MSF provides assistance to populations in distress irrespective of race, religion, creed or political convictions.

The Australian section of Médecins Sans Frontières was established in 1995 and is one of 30 sections, 24 associations and other offices that form the MSF global movement. MSF Australia focuses on providing funding and staff for field operations, communicating on the needs of our patients, and providing expertise and oversight of some field projects. MSF Australia deploys more than 100 field staff per year from Australia and New Zealand and secures an annual revenue of AUD 100 million in untied funds. The Australia section hosts a Medical Unit in Sydney bringing specialised expertise in the field of women's health and paediatrics in support of our operations overseas. MSF Australia has more than 100 full time staff and an active association of around 300 members.

### **Overall Responsibility**

The multimedia content producer's key responsibility is to drive storytelling opportunities – particularly for our digital channels – in collaboration with a supportive team.

The multimedia content producer will create compelling content including filmed and animated videos, infographics and potentially photography to support MSF Australia's strategic objectives of engaging audiences in Australia and New Zealand. The role also has responsibility for delivering high-quality graphic design that inspires and informs our audiences.

This is a new and pivotal role that sits within the communications team as part of the broader engagement department, producing content that serves a range of objectives, from fundraising to field recruitment to advocating for change. The team works to bring to life MSF's medical humanitarian mission and, in particular, reflect MSFA's commitment to patient-centred care.

## **Main Tasks and Duties**

- Creating multimedia plans and briefs to support marketing, communications and fundraising go-to-market strategies and campaigns.
- Creating original video content, including storyboarding, writing, shooting and editing.
- Adapting existing video content, for web and social channels as well as some internal channels. The role would require quick turnaround skills for reactive social posts, as well as the capacity to work on longer lead projects such as proactive campaigns.
- Filming and photography in-house with MSF Australia staff and fieldworkers.
- Liaising with field communications teams internationally to develop new video and photography content in line with organisational needs, such as for campaigns, communication projects or photo stories.
- Exploring and delivering multimedia content like TikTok and Instagram Stories/Reels, as well as building up existing channels like MSF's presence on YouTube.
- Being the key focal point for liaising with external graphic designers and audiovisual producers, supporting the director of engagement on creative ideation with tier-one agencies.
- Acting as a key brand custodian and upholding the MSF brand guidelines.
- Being MSF Australia's focal point for the MSF media database, including uploading new video and image content as required, and participating in an audit process.
- Providing support for recording and editing webinars across the organisation.
- Producing infographics for web, social and print; and designing and laying out of reports, documents and e-newsletters.
- Managing and building creative, multimedia and production budgets.
- Ensuring that MSF Australia's image consent and selection guidelines reflect best practise and are well understood throughout the organisation.

## **Relationships**

- Reporting to the managing editor.
- Supporting the head of communications, head of digital and director of engagement.
- Responsibility for maintaining relationships with a variety of stakeholders in the engagement team, including communications, fundraising and digital colleagues; as well as the wider organisation.
- Liaising with communications teams and specifically audiovisual staff in MSF globally.
- Managing relationships with external suppliers and stakeholders.

## **Selection criteria**

### **Essential criteria**

- Qualifications in videography/photography/graphic design or digital communications, or equivalent work experience
- Demonstrated skill with filming, video editing, photo editing and graphic design software (please link to published work or a digital portfolio)
- Demonstrated end-to-end experience from ideation, strategy or brief, production to go-live with measurement and results
- Expertise in and knowledge of trends in social media and use of video and images to deliver key messages
- Strong interpersonal and communication skills, collaborative team player

- Highly organised, with the ability to work under pressure to meet deadlines
- High level of attention to detail, while also being strategic and solutions focused
- Willingness to learn (eg AR and VR skills), with a growth mindset and a can do, will do attitude
- Sensitivity and high emotional intelligence in approach to humanitarian crises and alignment with MSF values
- Current right to work in Australia
- Covid vaccination certificate

### **Desirable criteria**

- Not-for-profit experience
- News, creative agency or in-house experience highly regarded
- Skills in a language other than English such as Arabic, French or Spanish
- Knowledge of best-practice talent consent and privacy guidelines and policies
- Ability to travel

In MSF Australia, we believe the following 5 values form the foundations of our culture – **Transparency, Respect, Understanding of Diversity, Stepping In** and **Collaboration**. At MSF Australia we value T.R.U.S.T as an essential element to how we operate and believe that these organisational values flow from this trust that we build.

Applications and enquiries to  
Email: [officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)