

Role Profile

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| Role Title: | Multimedia Officer |
| Department: | Corporate Affairs |
| Role Purpose: | The purpose of the Multimedia team is to deliver a first class, consistent multimedia that brings Midland Heart’s corporate brand to life and promotes our good work to customers, colleagues and stakeholders. The Multimedia Officer will have full responsibility for the day-to-day management of producing multimedia and brand content |
| Reporting to: | Internal Communications and Employer Brand Manager |
| Responsible for: | None |
| Disclosure level: | |
| Role Level: | Frontline Worker |

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| Key Role Responsibilities | <p>The Multimedia Officer will have the following responsibilities:</p> <ul style="list-style-type: none"> Work closely with the Director of Corporate Affairs and Internal Communications and Employer Brand Manager Customer Communications and Marketing to create a multimedia plan that helps to bring our brand and corporate plan to life for customers, colleagues and stakeholders Produce high quality multimedia content both through hands on delivery and management of external contractors Manage and deliver effective projects, campaigns and plans in line with our overall corporate affairs plan, our values and business objectives Monitor and evaluate key analytics measuring success against agreed KPIs Work closely with teams across the business to ensure we’re capturing and sharing our whole story Creating and publishing high quality, compelling content including videos, photos, presentations and animations Planning, researching and writing excellent stories to inform and engage our target audiences. Excellent attention to detail and |
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| | <p>experience of proofing, achieving clearance and sign off from the relevant people to ensure quality standards.</p> <p>Work with external suppliers as required to meet project objectives.</p> <p>Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required.</p> <p>Keep up to date with all multimedia and digital trends to ensure professional development and Midland Heart is making use of best practice. Also ensure engage and be comfortable with housing and care issues.</p> |
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| Education, Qualifications and Training | <p>Evidence of professional development related to Marketing and Communications e.g. degree or professional development in post</p> |
| Knowledge and Experience | <p>Experience of managing prioritising multiple communications and marketing projects , including managing budgets and external suppliers</p> <p>Experience of delivering and managing highly effective communications and marketing projects for a large and complex organisation</p> <p>Experience of advising senior internal and external stakeholders.</p> <p>Experience of using a range of communications and marketing techniques to deliver projects</p> <p>Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives</p> <p>Understanding of marketing and communications techniques.</p> <p>Knowledge of current marketing trends.</p> <p>Understanding of various digital channels.</p> |
| Role Specific Skills & Behaviours | <p>High level of verbal and written communication skills.</p> <p>High level of influencing and interpersonal skills.</p> <p>Creative flair and imagination.</p> <p>Ability to deal with sensitive issues with discretion and confidentiality.</p> <p>Ability to work under pressure and prioritise work effectively.</p> |

Evidence of ability to travel throughout area of operation.

Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.

Be comfortable with our organisations values and be happy to demonstrate these values in action in your work: imagination, customer first, empowerment, inclusive, ambition.

Have an understanding of and commitment to the principles of equality and diversity.

A commitment to flexible working patterns and style to meet business needs and pressures.

An ability to communicate with staff and teams at all levels across the Group. Good oral, verbal and interpersonal skills in order to engage and influence.

Understanding of and commitment to the principles of equality and diversity.