

Video and Podcast Manager

Reports to: Head of Content

Grade: C

Location: Agile working with a London base

About the NHS Confederation

The NHS Confederation is the membership organisation that brings together, supports and speaks for the whole healthcare system in England, Wales and Northern Ireland.

The members we represent employ 1.5 million staff, care for more than 1 million patients a day and control £150 billion of public expenditure. We promote collaboration and partnership working as the key to improving population health, delivering high-quality care and reducing health inequalities.

The NHS Confederation is contracted by the Department of Health and Social Care to provide the NHS Employers service, the employers' organisation for the NHS in England. It supports workforce leaders and represents employers to develop a sustainable workforce and be the best employers they can be. It also manages the relationships with NHS trade unions on behalf of the Secretary of State for Health and Social Care.

About the role

Engaging content that brings stories to life and cuts through the noise with our audiences is key to the success of the NHS Confederation. Imaginative videos, podcasts and animations are some of the tools we use to attract and develop our audiences – the video and podcast manager will lead on the successful creation of our AV content, from shaping the initial concepts to producing, recording and editing the final content.

The video and podcast manager forms part of the content team, an integrated team that brings together specialists in editorial, brand, AV services and digital communications.

As a senior member of the content team, you will manage our AV services and oversee the successful creation and delivery of all audio/video services for the NHS Confederation and NHS Employers – ensuring all projects are delivered to a high standard, on time and within budget. This includes overseeing the scheduling, planning and management of all production schedules,

providing strategic advice and input into projects and campaigns to ensure that AV content is embedded into plans from the onset.

Equally adept at strategy as technical execution, you will lead on podcast development, recording, editing and production along with video recording and editing, and animation creation. This includes our flagship podcast, Health on the Line, and other potential shows.

A creative thinker and strong storyteller, you will play a leading role in developing the NHS Confederation's reputation as a leader in AV content. You will be the first port of call for advice on producing broadcast-quality AV content that engages our members and wider audiences, and ensures our key messages are heard.

With an excellent ability to understand and act on analytics and audience data, you will play a lead role in editorial decision-making, creative direction and strategy development.

You will oversee and develop a roster of freelance staff, recruiting and managing them as and when required to deliver work. This involves ensuring that all work is delivered on time, within budget and to a consistently high standard. You will also lead on the recruitment and line management of a senior AV services officer.

With capability building a key part of the content team's role, you will lead on developing and delivering internal training programmes for staff to support basic AV skills capabilities.

You will take the lead in providing advice on all aspects of AV production to colleagues across the organisation, ensuring that the most appropriate AV medium is used for each project and will be responsible for signing off each product, ensuring it has been delivered to a high standard.

From time to time, you might deliver commercial projects with external clients.

You will be expected to keep up to date with the latest industry developments and ensure that the AV function continues to provide a contemporary service.

This role will require occasional travel to filming locations, as well as our main offices in London and Leeds.

Responsibilities

Managing AV services

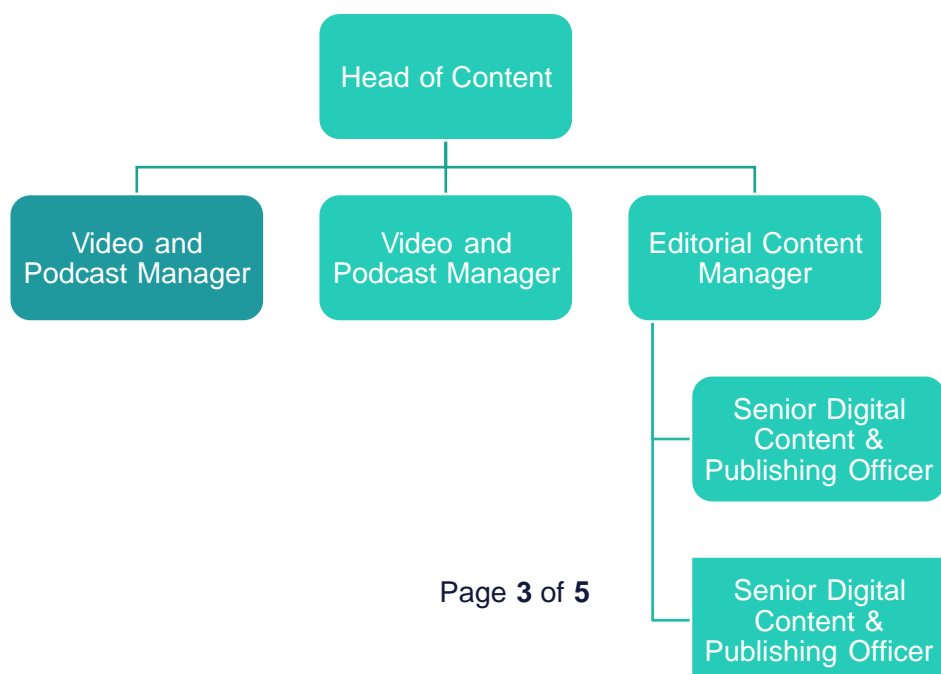
- To be the recognised expert on AV services, providing advice and guidance to internal and external clients on producing broadcast-quality content that engages our audiences and helps our messaging to stand out and have impact.
- To oversee and manage the content team's audio and video productions, ensuring they are delivered to a consistent high standard, on schedule and within budget, maintaining appropriate cost controls to ensure that projects are delivered within budget.

- To act as the creative lead on all AV production projects, ensuring the NHS Confederation produces the highest quality AV output possible.
- To build effective working relationships with key stakeholders. Acting as the lead for the AV services team and to ensure that clients are kept regularly informed of progress with all AV projects.
- To manage the AV function's attendance at events and meetings, as appropriate.
- To ensure that all documentation, invoicing and purchase orders for external projects are dealt with promptly and kept up to date.
- To schedule meetings, shoot days and other production meetings. Managing the production schedule of the team to ensure all projects are delivered on time.
- To monitor, evaluate and report on content performance and make recommendations for improvement.
- To manage audio/video production, by filming, logging and editing footage.
- To ensure that AV content meets accessibility standards, including subtitles/closed captions and transcripts.
- To ensure that all AV equipment is maintained.

Other responsibilities

- To keep the head of content up to date on projects passing through the AV function. Alerting them to new commissions, ensuring they are captured on the AV work schedule and flagging any potential delays or issues with projects as soon as possible.
- To recruit and manage freelance AV specialists as required, and line manage a senior AV services officer.
- To provide sound financial management by checking and processing invoices for payment and raising purchase orders according to the organisation's procedures.
- To undertake any other duties and responsibilities consistent with the role as may be required to contribute to the operational activities and management of the content team.
- To provide support to other areas of the communications and membership operations directorate as required.

Structural chart



Person specification

Essential criteria

1. Demonstratable experience of working to a broadcast standard, with a journalistic approach to storytelling using video, audio and graphics and/or animation in a short-form, social media first context. Experience of making key editorial decisions.
2. Experience of producing podcasts, developing programmes and building an audience.
3. Experience of planning and managing production schedules and leading the creative direction of AV content, establishing styles and standards for execution.
4. Demonstrable experience of Adobe Creative Cloud suite applications including, but not limited to, Premiere Pro, Audition, Photoshop, After Effects and Illustrator.
5. Demonstrable high-level experience of using video and SLR stills cameras, as shown in examples of your work.
6. High-level working knowledge of the Canon C100 MkII camera, GoPro, SLR cameras, Zoom H6, wired and wireless (Sennheiser) audio technology.
7. High-level experience of using sound-recording equipment (podcast recording). Familiarity with a wide range of online recording platforms including, but not limited to, Zoom, Zencast and Riverside.
8. Excellent ability to understand and act on analytics and audience data.
9. Strong organisational, project management and administrative skills, with excellent attention to detail.

10. Creative thinking with an ability to use own initiative. Strong communicator with excellent interpersonal skills.

Desirable criteria

1. Experience of developing and implementing AV strategies.
2. Experience of coaching and developing talent, and developing and delivering training.
3. Experience of working in an NHS environment.
4. Knowledge of emerging trends in digital content.
5. Experience of working in a client-focused environment.