

## Multimedia Content Producer

Reports to: Content Manager  
Direct reports: None  
Based: CQI office, Chancery Lane London  
Contract: Permanent, full-time (35 hours per week)

The Multimedia Content Producer will produce online professional development content for the CQI and IRCA, in line with overall business objectives, in a mix of written, audio and visual formats, across multiple channels, and assist in the promotional activities of the CQI.

### Responsibilities

#### Planning

- Working with the Content Manager to develop and deliver plans for the creation of videos and podcasts and other online resources that will deliver value to our members and contribute to corporate strategic goals.
- Generating ideas and leads for original content including interviews, explainer/how-to videos.
- Ensuring that planned activities are coordinated with other teams within the Professional Development function.
- Liaising with other departments at the planning stage of projects, to identify potential content outputs.
- Utilising analytics and an understanding of our audiences to improve the planning and impact of our content.

#### Creation, delivery and management of content

- Production of original audio, video, and animated content for CQI channels.
- Curation and management of the CQI's video content archive.
- Commissioning content from external sources including from members, and ensuring that the content is of an appropriate quality.
- Organising the provision of external a/v support and services as required.
- Uploading magazine to Flipsnack.
- Ensuring all videos have subtitles which are edited and to house style.
- Gathering and recording content performance data for content.

#### Events

- Supporting the delivery of the CQI webinar programme, corporate round tables, and volunteer network events through:
  - The production of visual assets for use at events
  - Contributing to content planning, identifying contributors and resources

- Attending and carrying out interviews and recordings where necessary during events.
- Producing post event content assets.

## **Projects**

- Responsibility for managing content projects from concept to delivery, including managing stakeholders and budgets, and measuring progress and results to ensure successful delivery on time and on budget.

## **Working with stakeholders**

- Liaison with the Marketing team regarding:
  - The promotion of content.
  - Social media.
  - Coordinating activity.
- Working closely with other departments to translate their ideas for digital content into reality, for example, taking the results of a piece of research, working with the team responsible to identify the key messages and developing content accordingly.
- Working collaboratively and effectively with colleagues across the organisation on cross-team projects.
- Acting as an ambassador for the CQI, representing the organisation internally and externally.

## **Supporting the Content Manager**

- Deputising for the Content Manager as required.
- Actively finding solutions and making suggestions for improvements to processes and the way we work.
- Assisting with the team's administrative tasks, including processing invoices, managing the team inbox and responding to queries and submissions.
- Reporting content analytics and on content performance against KPIs.
- Any other activities as directed by the Content Manager, within reason.

## **Skills and behaviours**

- Proven ability to create, edit and repurposing content for digital channels.
- Video and podcast editing and production.
- An appetite to learn more about quality management and business.
- Excellent writing and editing skills, with proven experience of SEO writing.
- Enthusiasm and creative flair, actively contributing ideas to both editorial and design content.
- Confidence in speaking to, commissioning, and interviewing a wide variety of people at all levels including senior colleagues and staff from external organisations and the general public.
- Ability to turn technical or academic documents content into accessible multimedia content.
- Ability to manage own workload to meet a variety of challenging deadlines.

- Self-motivated with the ability to work autonomously and as part of a team.
- Excellent planning and organisational skills with the ability to remain calm under pressure.
- Excellent attention to detail.
- Ability to produce and adhere to style guides for publication and branding purposes.
- Strong project and time management skills.

### **Qualifications and experience**

- Experience of working in a multimedia content role for an industry or business magazine or website.
- Experience of producing content to a high level, with a good eye for detail.
- Proven experience of commissioning digital content.
- Experience of updating and adding website content, working with content management systems.
- Experience of Adobe InDesign, Adobe Photoshop, Adobe Illustrator, and Adobe Premiere Pro.
- Experience of organising and creating video, podcasts and webinars.
- Experience and knowledge of MS Office, in particular MS Word and Excel.
- Experience of using AI tools to assist with content production.

### **Additional information**

- This is a permanent, full-time position (35 hours per week, Monday – Friday) but we offer flexibility through our agile working policy.
- The role is based at our office on Chancery Lane, London. However, as part of our agile working policy, we offer flexibility around where you work.

If you are interested, please send a current CV and cover letter to [pdevcareers@quality.org](mailto:pdevcareers@quality.org).

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