



Social Video Producer

Functional Team: Campaigns - Content & Mobilisation

Reports To: Head of CAM

Salary: £44,000 - £53,900

Location: UK - Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc

MISSION OBJECTIVE

The Content and Mobilisation Team at 38 Degrees uses social media to mobilise people and influence power.

We provide technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanise 38 Degrees' community of supporters to advocate for change. We use content and social media to lift up the experiences of our supporters, reach both target audiences and decision makers, educate and persuade, and mobilise our audience to take action in key moments. We also invest in digital activism so that supporters are better organised and directed to amplify our 38 Degrees' message and actions.

The Social Video Producer will proactively spot content opportunities and produce first-class, high quality creative digital video content for 38 Degrees that supports our strategic aim to build a fairer, more respectful and more sustainable UK, engages existing and new audiences, and helps grow our reach. You'll be working with the Content and Mobilisation and Campaigns teams to spot reactive opportunities for viral videos, capitalise on new video trends, develop proactive pitches in line with campaign needs and organisational strategy, and produce evergreen video content which supports the 38 Degrees mission.

The 38 Degrees team work in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

ANALYSE



- Develop and deliver content strategies through digital video across paid and organic social media, including video-first channels like TikTok, Instagram Reels and YouTube.
- Produce video content for social media platforms, including spotting opportunities, pitching concepts, shooting and editing videos, creating motion graphics, and writing social copy to accompany video assets.
- Manage the creation of reactive, rapid response content with tight turnaround which helps 38 Degrees maximise opportunities for engagement and growth using the news cycle, as well as produce evergreen content focused on 38 Degrees' core issues.
- Plan monthly video output, advise on content prioritisation and strategy, and review incoming video requests.
- Develop proactive pitches and video concepts in line with campaign needs and organisational strategy.

COLLABORATE



- Play a proactive role in the day-to-day operation of the CAM team: pitch, draft and publish social video content, update and maintain the 38 Degrees website, and engage with colleagues in other departments about video content opportunities.
- Work collaboratively with the Campaigns team to ensure that video channels are integrated appropriately into wider activity, advising and supporting on the use of video. Proactively embed within campaign teams to support others and proactively identify opportunities for video to communicate campaigns persuasively.
- Organise video production at stunts and events, including coordinating in-house and freelance capacity, live streaming, and editing where appropriate. Build and manage relationships with video agencies and freelancers.
- Develop and manage relationships with 38 Degrees supporters to regularly produce social video content uplifting their voices.
- Help procure, implement and maintain digital tools ensuring they are cost-effective and meet different user needs, and hold client relationships with external suppliers.



MANAGE THE PROJECT CYCLE

- Develop digital video best practice guidelines and develop and implement training and support packages to enable the successful uptake and use of video tools across the organisation. Build the expertise of 38 Degrees staff team in script and brief writing and constantly seek ways to improve the content strategy and output.
- Manage projects produced by freelancers, ensuring content is delivered on time and in line with brief.
- Hold 38 Degrees brand standards and ensure all video content is compliant with guidelines.
- Receive and provide regular feedback and evaluate the success of video content to ensure it is of the highest standard and meets targets consistently, providing recommendations and proposals for change.



TARGET SKILLS PROFILE

Demonstrated capacity gained through substantial experience in applying learning from structured review of campaigns to future campaigns to achieve greater impact.

Leadership and Management

- Proven ability to lead, manage and motivate people, contribute to organisational/functional level decision making and support the management of the associated impact.
- Effectively plans and manages allocated resources and budgets. Assess and mitigate against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned to organisational strategy.
- Makes skilled and thoughtful proposals about strategy for their area of responsibility, ensuring alignment to the plans and objectives of the function.
- Effectively adapts to change - is able to support wider organisational change initiatives and translate this to the team.

CONCEPTUAL

Substantial understanding of how to craft a compelling narrative that can be adapted across platforms and used to mobilise key audiences.

APPLIED

Oversee timely production of deliverables ensuring simultaneous mentorship of staff members in the promotion of products and services.

POLITICAL KNOWLEDGE

A keen understanding of the political landscape and an ability to apply political knowledge to develop effective campaign approaches and tactics.

Substantial demonstrated skill in managing relationships with internal and external stakeholders to generate funds..



COMMUNICATION SKILLS

INTERNAL

Ability to work within the larger CAM team to develop video content that supports our overarching content strategy.

EXTERNAL

Collaborate with campaign teams and freelancers to produce content that supports both individual campaign and wider organisational goals.



EXECUTION SKILLS

Demonstrable substantial experience of successfully planning, delivering and evaluating high quality, fundraising tactics.

TIMELINESS

Demonstrable significant experience in managing the production of video content at pace and on spec.

QUALITY

Deliver video content that is inline with organisational strategy, high in quality, and adheres to brand guidelines.

TARGETED SPECIALIZED KNOWLEDGE

- Significant experience of producing video content for social media, ideally in a reactive political or campaigning environment with tight deadlines.
- A creative social media expert, enthusiastic about creating content, following the latest trends, keen to test new approaches and optimise according to measurable results.
- Skilled visual storyteller and quick video editor with working knowledge of video production and editing processes, using packages such as Premiere Pro, Final Cut Pro and After Effects.
- Significant skills in self-shooting using professional camera and audio equipment as well as on mobile.
- Experience of copywriting for social video.
- Strong judgment for political content and deep knowledge of constantly evolving social video.