

## ROLE PROFILE

<b>Role Title:</b>	<b>International Multimedia Librarian</b>
<b>Location</b>	London
<b>Department:</b>	International Communications
<b>Reporting To:</b>	International Communications Resources Manager (with a dotted line to UK Picture Desk Editor/Manager)
<b>Role Purpose:</b>	The post holder is responsible for the day to day management of ActionAid's StoryHub (ActionAid's Digital Asset Management System) including editing, cataloguing and linking new material To assist the ActionAid Communications staff and in particular Picture Desk Editors in providing ActionAid with a comprehensive and efficient international picture resource to deliver images to staff and external users and contacts
<b>Key Contacts:</b>	International Communications and Fundraising directorate staff, national communications staff (affiliate & country programme), in particular AAUK communications staff.
<b>Date:</b>	February 2010
<b>Working Hours</b>	Mon- Fri, 35 hours per week
<b>Grade</b>	UK Grade 3

<b>Key accountabilities</b>	<b>Key elements</b>	<b>% Time</b>
<b>Day to day management of the StoryHub</b>	<ul style="list-style-type: none"> <li>• Manage the StoryHub on a day to day basis</li> <li>• Traffic requests received through the StoryHub</li> <li>• Respond to queries in a timely manner (Service Standards tbc)</li> <li>• Review all content uploaded to the StoryHub</li> <li>• Edit and review all non commissioned content received through the StoryHub</li> <li>• Edit and upload to the StoryHub non commissioned emergencies resources delivered to the picture desk</li> <li>• Work with contributors to ensure the StoryHub functions as an international resource</li> <li>• Continue to progress the StoryHub to include new developments in database and image technology, working with the UK Picture Editor</li> <li>• Edit stories for upload to ensure they are of an acceptable quality</li> <li>• Ensure images are linked to relevant StoryHub resources.</li> </ul>	60%
<b>Development and management of the International/UK picture archive</b>	<ul style="list-style-type: none"> <li>• Edit images in line with AA visual identity</li> <li>• Ensure images have correct caption information, and where needed source supplementary caption information</li> <li>• Work with content providers to ensure that images on the StoryHub meet technical and copyright specifications</li> <li>• Deliver images ordered through the StoryHub to meet deadlines</li> </ul>	30%
<b>Publicise and support the use of the Storyhub and International Picture Desk services</b>	<ul style="list-style-type: none"> <li>• Participate in the development of the StoryHub marketing strategy</li> <li>• Implement the marketing and internal communications plan to encourage the effective use of the StoryHub and International Picture Desk services</li> <li>• Create and maintain online tools to support the use of the StoryHub</li> <li>• Provide and implement a training programme to uploading images and case studies</li> </ul>	10%

General Responsibilities as member of the International Fundraising and Communications function

- Act as ambassador to ensure relations between AAI internationally and nationally remain fruitful and deliver on strategic objectives
- Raise awareness of AAI as a player in the fight against global poverty
- Represent communications needs to other parts of ActionAid to enable programs to meet their objectives and maximise opportunities
- Contribute to building a culture of ambition, openness and innovation within the Fundraising community
- Participate as a proactive member of the International Fundraising and Communications teams, attending team meetings and providing advice and support to fellow team members
- Keep abreast of social, communications and fundraising trends and network with appropriate external organisations to inform thinking.
- Other responsibilities as delegated by line manager

**Role-related knowledge, skills and experience at entry (Expertise in Role – Entry Level)**

**Essential**

- Experience of working on a picture desk/and or photographic library essential
- Excellent IT skills necessary. Experience and expertise of working with image database systems necessary.
- High level of competence in Adobe CS package and Photoshop
- Ability to revise and edit narrative content
- Interest in and understanding of new development in visual imaging and multimedia
- Excellent communications skills (both oral and written) and strong numeracy skills essential
- Acrobat for generating of PDF files and scanner systems
- Ability to manage and prioritise own workload
- Exceptional interpersonal skills to develop effective working relationships quickly with people from many different cultural backgrounds
- Creative, imaginative and enthusiastic approach to projects, team working, problem solving
- A strong commitment to develop, promote and practice ActionAid’s vision, mission, values and strategy.

**Desirable**

- Education to a degree level
- Administrative/ office experience
- Familiarity with development issues, civil society activism and effective campaigning, with an understanding of rights-based approach preferable.

**Terms and conditions of employment at ActionAid**

1. Contract Status: Permanent, full-time
2. Place of work: Hamlyn House, Macdonald Road, London N19 5PG
3. Salary: (depending on experience)
4. Probation period: 6 months
5. Notice period: 4 weeks
6. Working hours: 35 hours (net) flexible working week

**Benefits include:**

- 27 holidays per calendar year (inclusive of 3 days kept for Christmas period)
- Group Personal Pension Plan - employer contributes 10%, employee 3%;
- Flexible working hours and family friendly policies
- Interest free season ticket loan
- 5 day holiday purchase scheme
- Child care vouchers
- Corporate discount membership of local gym
- Bike2Work Scheme

