



MEDIA VOLUNTEER JOB DESCRIPTION.

OVERVIEW

As the Media Volunteer at Child's i Foundation, you will be responsible for the Charity's video output. Producing engaging video content is key to the success of Child's i Foundation and enables our worldwide community of supporters to see in real time the development of their charity.

Skills and Experience Required

- Several years Television Production experience
- Confident self-shooter and experienced with Sony Z1 and Sound Equipment.
- Capable on Final Cut Pro and Mac software.
- Great communication skills
- Organisation and time management skills.
- Ability to work within a team environment
- Experience filming and working in developing countries desirable but not essential.

SPECIFIC DUTIES AND REPONSIBILITIES

PRODUCING VIDEO CONTENT

You will be expected to produce and upload an average of two video updates per week. These predominantly fall into one of the following five categories:

1) FUNDRAISING VIDEOS

You will be asked to produce 'Appeal Videos' these are made in co-operation with the Child's i Foundation Fundraiser. 'Appeal Videos' are used to encourage:

- Regular Giving
- High Value Donors - to finance specific areas of the projects
- One off Donations – these may be linked to occasions such as Xmas
- Emergency Appeals – 'Save Joey's life' is an example of this.

2) ADOPTION MULTI MEDIA CAMPAIGN

Our media campaign is to encourage Ugandan's to adopt Ugandan children. CiF have launched a website to promote in country adoption <http://ugandansadopt.ug>. Media Volunteers will be asked to produce short films to promote adoption to put on our website.

Producing powerful, emotive videos is key to sensitising families in Uganda to adopt, you will be working closely with the Social Work Department and the Adoption Campaign Manager to produce powerful videos to change perceptions of fostering and adoption.

3) SOCIAL MEDIA UPDATE VIDEOS

Child's i Foundation has a growing community on social networking sites. Our aim is to produce short videos to keep supporters engaged with the Charity and understand why CiF is committed to promoting alternative care instead of long-term residential care.

The videos should engage the audience and evoke a reaction from the viewer. Whenever possible you should produce stories the audience can relate to. Child's i Foundation supporters are scattered across the globe and our aim is to create a connection with our supporters and the charity in Uganda for them to invest their precious time, love and money.

4) OTHER CHARITY VIDEOS

CiF produce pro bono videos to other charities in Uganda who they partner up with to promote the work done in Uganda. Charities who CiF have produced videos for include VSO, Families for Children, Send a Cow and Awamu. They are offered only after discussion between the Media Volunteer and Project Director.

- All videos must be signed off by the Project Director and where relevant the Fundraiser and /or Social Worker before uploading or delivering to another Charity.

SOCIAL MEDIA

- Child's i Foundation relies on social media to communicate with its worldwide network of supporters. You will be expected to upload videos and photos do document our journey on Flickr, Your Tube, Facebook and Twitter.

KIT AND RUSHES

- It is the responsibility of the Media Volunteer to label and store rushes correctly and log rushes into the Tape Log in the Google doc. You must also

log finished VT's into the corresponding Google Doc, so that future Media volunteers can find footage easily.

- The Media Volunteer is responsible for monitoring the amount of tape stock, look after and monitor the condition of the camera equipment. If equipment is damaged it should be reported to the Project Manager.

OTHER

Many of the cases are very sensitive. You must seek and heed to advice from the Social Work and Management team with regard to filming sensitive issues and adhere to the CiF Child Protection Policy .

This position is a voluntary 3-month post in Kampala, Uganda. Child's i Foundation will provide free bed and board in the management accommodation.