Job Description

Job Title:	Multimedia Designer
Group:	Marketing
Dept/Project/Service:	Brand & Marketing
Reports to:	Senior Marketing Manager
Responsible for:	N/a
Usual office base:	Reading
Grade:	5

Job Purpose:

To shoot, edit and produce engaging multimedia content for various digital platforms and marketing materials, in keeping with our visual brand language, organisational values and key messages. The post holder will be a creative individual, with a diverse skill set that includes graphic design, animation, video editing and user experience (UX) design. Alongside marketing colleagues, the individual will produce content that aligns with our strategy and is integrated into campaigns to drive engagement and brand awareness.

Job Objectives:

1. Conceptualise and produce creative multimedia solutions that integrate seamlessly into marketing narratives and campaigns. Provide input on visual and stylistic direction based on campaign goals.

2. Shoot where needed, and edit high-quality multimedia content that aligns with our brand and marketing objectives, including reports, brochures, promotional videos, documentary content, social media assets, talking heads, animation, GIFs, and internal communication content.

3. Ensure all visual content reflects the brand's aesthetic, tone, and messaging. Consistently maintain the highest standards of quality while adhering to brand

guidelines, ensuring consistency across all platforms, including proofreading to ensure house style is used throughout.

4. Develop creative ideas and deliver design solutions, transforming complex topics and concepts into visually engaging formats for easy consumption, across a range of outputs including diagrams, reports, brochures, video, animation and other multimedia formats, creating consistency and recognition over time.

5. Produce accurate and clear infographics and diagrams, for example presenting complex or technical processes, or using raw data to develop dynamic and appropriate formats to display findings, whilst maintaining brand integrity.

6. Edit raw material, add graphics, sound, and effects, and refine results to ensure polished, engaging final products.

7. Build and curate a media asset library, recommending and sharing assets for various purposes, including video content, vector assets, images, mulitmedia assets and B-roll footage to support marketing outputs across the organisation.

8. Manage multimedia projects for the organisation, from small scale internal projects to international content-gathering, from time to time as required, including managing and coordinating on-location shoots for videography and photography.

9. Align multimedia content with overall marketing strategies, ensuring that videos are optimised for SEO, social media algorithms, and audience engagement.

10. Assist in the distribution of content across various channels, ensuring content is effectively optimised for each platform (e.g., YouTube, LinkedIn, website, etc.). Track performance metrics and provide insights on video engagement.

11. Develop relationships with key stakeholders across the business to understand the work EDT does around the world, to be able to tell our stories with high impact.

12. Manage freelance design support where needed during busy periods, ensuring high quality and compliance with brand guidelines.

13. Manage multimedia projects for the organisation, from small scale internal projects to international content-gathering, from time to time as required.

14. Review and develop best practice, publication templates and other visual elements, encourage a digital-first approach and ensure appropriate format for end use.

15. Act as guardian of the brand, including responsibility for brand guidelines for the organisation and sub-brands where appropriate, as well as accessibility and other format-specific guidelines. Ensure teams are familiar with the guidelines and provide training on use where needed.

16. Support the business as required in bringing the brand to life across office spaces and other physical settings such as events.

Scope:

This role will work closely with marketing colleagues and various stakeholders across the business as part of a central resource for a global organisation. Travel for filming and photography may be required.

The post holder may be required to work non-standard hours to accommodate either intense workloads or rapid response requirements, travel or international staff availability.

If the post holder is a remote hire, they must be prepared to travel to Reading, Berkshire, for face-to-face meetings with team members and other colleagues at their own cost, approximately twice per month. If the post holder is based from the Reading office, the team meets once per week in the central Reading office and the post holder will be required to commute to the office. Arrangements can be discussed flexibly.

Person Specification:

Knowledge

Essential:
- » Bachelor's degree in film, media production, marketing, or a related field, or equivalent practical experience
- » Proficiency in photography and videography
- » Strong understanding of visual brand language and aesthetics, design principles, and visual storytelling
- » A portfolio or reel showcasing relevant work
- » Good working knowledge of B2B/B2G marketing discipline, especially the role of brandin supporting organisational growth

- » Good working knowledge of the process of turning academic concepts into clear and engaging graphic design
- » A sound understanding of effective brand communications and an ability to turn strategy into visuals
- » A sound technical understanding of the graphic design and print processes, and good knowledge of web development process as relates to graphic design and branding
- » Knowledge of accessibility guidelines for online publishing

Desirable:
- » Knowledge of the education sector, or a strong willingness to learn quickly
- » Knowledge of the development sector, or a strong willingness to learn quickly
- » Knowledge gained from working in any other academic and/or evidence informed environment
- » Practical knowledge of HTML and coding

Experience

Essential:
- » Proven experience in a similar role, preferably in a marketing context
- » Experience working on marketing campaigns, social media, and content for various platforms
- » Extensive experience in designing for an agency or in-house function
- » Must be able to demonstrate experience of interpreting academic or complex concepts
- » Experience in data visualisation
- » Experience of managing agency support or freelance designers
- » Experience in developing processes for streamlining design and production
- » Experience of training and mentoring colleagues and identifying and addressing development needs
- » Has designed a range of branded materials which accurately and attractively interpret a brand strategy
- » Working as part of, and delivering to, a diverse international team, demonstrating cultural sensitivity in colleague liaison and design
- » Handled sensitive and confidential material in a trustworthy and diplomatic manner
- » Managed conflicting priorities from multiple sources effectively and efficiently
- » Able to work in an organisation which uses often technical content and able to translate this into compelling and clear graphics

Desirable:
- » Experience of working in an educational and / or international development context
- » Working in or for a highly academic or professional services organisation

File name: Multimedia Designer   Version: JE- v1.0
Date of issue: May 2025
4 of 6

Skills

Essential:

» Strong organisational skills with the ability to handle multiple projects and deadlines simultaneously
» Creative mindset with the ability to think outside the box and bring fresh ideas to the table
» Strong communication and collaboration skills, with the ability to work with teams across different functions
» Fluency in editing software across the Adobe Creative Suite (specifically, InDesign, Premiere Pro, Final Cut Pro, After Effects, Illustrator, Photoshop.) and motion graphics
» Fluency with Microsoft 365 suite of programmes, particularly PowerPoint and Word
» Project management and understanding of production processes, including lighting, audio, camera work, and equipment setup
» Understanding data and ability to work with large spreadsheets and knowing what chart type to use for best visual representation
» Excellent photographic and photo editing skills
» Video editing and creating videos, interactive graphics and gifs using Adobe After Effects and Premiere Pro
» Ability to think creatively to produce new ideas and concepts, within brand guidelines, for collateral and interactive design
» Basic copyediting skills and excellent grasp of spelling and grammar
» Persuasive presentation of creative solutions to a wide range of stakeholders
» Able to work with a range of media and keep up to date with emerging programmes and technologies
» A passion and enthusiasm for design, with a creative flair
» Effective networking skills to build contacts and potential collaborators in the creative community

Our Values

We strive for excellence

We use evidence to shape solutions

We make a measurable impact to improve life chances

We embrace diversity and treat everyone with respect

We are cost effective and deliver great value for money

We succeed through collaboration

Education Development Trust is committed to safeguarding and promoting the welfare of children and adults whom we work with and come into contact with around the world. All applicants are subject to thorough screening and successful candidates are subject to the relevant level of criminal record checks with national police authorities or the UK's Disclosure and Barring Service (DBS). This will be at minimum a basic DBS check.

Education Development Trust also participates in the Inter Agency Misconduct Disclosure Scheme and we may request information from relevant job applicants' previous employers about any findings of sexual misconduct, including harassment, during employment, or incidents under investigation when the applicant left employment. By submitting an application, the job applicant confirms their understanding of these recruitment procedures.