

BBC MEDIA ACTION

Role: Freelance Digital Content Producer

Reports to: Editor, North Africa

BASE: Tunisia/Libya

BBC Media Action

BBC Media Action is the BBC's international development charity. We use media and communications to help reduce poverty, address development goals, and support people to understand their rights. We do this through partnering with media, civil society, and others to produce creative programs and other outputs which inform and engage audiences on key development issues. We also strengthen the media sector through building professional capacity and infrastructure of local media organizations in the countries in which we work.

Our North Africa operations are based in Tunis. From here we deliver a portfolio of media projects, and work to ensure they are delivered on time, to the highest possible standard, and in accordance with BBC editorial values and BBC Media Action best practice.

Role Responsibility

BBC Media Action wishes to recruit freelance Digital Content Producers who will be called upon as preferred suppliers for the BBC Media Action Team

Along with the senior El-Kul editorial team and network of freelance reporters, the freelance Digital Content Producers take responsibility for producing content, including creation of original video and multimedia assets.

The Digital Content Producers will also be responsible for identifying thematic topics and trends and pitching them to El-Kul senior editorial team, in line with BBC editorial guidelines and El-Kul editorial proposition. This is a crucial role in our editorial teams.

Accountabilities

The individual is expected to deliver the following tasks upon El-Kul editorial team request:

- Actively participate in editorial meeting and brainstorming to generate production ideas.
- Create and present digital content, including production of original video and multimedia content.
- Deliver high-quality digital material under pressure of established deadlines.
- Have a proven track record of originating creative and compelling stories to work across all relevant platforms
- Edit pieces of video, rushes and sound tracks, in line with the needs of the specified output

- Script and edit video on issues including social media friendly videos - in particular for Facebook and Instagram
- Prioritize relevant content creation and platform management against identified goals, knowing which platforms and tasks are more important in consultation with the Senior Producer
- Ensure the content or language adheres to BBC editorial guidelines
- Writing and/or producing stories, blogs, features and video for the El Kul product, and work on any new digital projects that the project launches

Are you the right candidate?

The successful candidate should be able to demonstrate the following:

Knowledge & Skills

- Ability to plan and manage competing deadlines and priorities
- Excellent communication skills
- Sound editorial judgement
- Experience producing content for the web or social media
- A clear, fluent writing style and an ability to produce strong headlines, summaries, and promotional texts
- A strong visual sense, experience in picture research and image editing skills using Final Cut Pro or Photoshop
- Video editing skills and fluency in Adobe Premier or Final Cut Pro
- Strong attention to detail and an ability to work within established deadlines
- A self-starter excited by the potential of working in a small, dynamic and growing team
- Sound knowledge of social media best practices and the social media landscape
- Sound understanding of El Kul's relevant identity
- Sound understanding of the BBC Media Action brand
- A strong enthusiasm for, and understanding of, Libyan culture and society. Fluency in Arabic
- A deep understanding of the web and how best to promote content to an online audience

Edit of short articles and GFX support:

Research, fact check, write, edit and publish engaging short articles for various social networks
Select appealing images and graphic ideas to complement text

Production of original video and multimedia content:

- Script social media friendly videos received from El-Kul reporters
- Edit pieces of video and sound, in line with the needs of the specified output
- Ensure that all content or language published to El-Kul social media platforms adheres to BBC editorial guidelines and El-Kul editorial proposition.

Interested candidates should submit their resume and cover letter to ahmed.azouz@tn.bbcmmediaaction.org by EOD Tuesday 5th of July 2022, with reference 'Freelance Digital Content Producer'.