

Inayado, 70, helps her community adapt to climate change through traditional rainwater harvesting in India.

© Rajat Agarwal / Age International

Join our team

Multimedia Content Producer

About Age International

Age International is a charity which responds to the needs and promotes the rights of older people, focused on those facing challenging situations worldwide. We are a part of the Age UK Group and are the UK member of the HelpAge global network, championing older people around the world. We are also the only member of the Disasters Emergency Committee (DEC) which specifically delivers age-focused humanitarian response in emergencies.

Age International recognises that there are increasing numbers of older people whose basic needs are not being met, and whose human rights are being overlooked, leading to increasing inequality and injustice.

We strive for a world where older people are respected and valued, their voices are heard, their contributions are recognised, their basic needs are met, and their human rights are realised.

We focus on

Rights – We champion the rights of older people, striving to create equal opportunities in society. With our partners, we help cultivate respect within communities and amplify older people's voices. We also recognise the discrimination older women face and work alongside our partners and older women to tackle this injustice through our programmes and advocacy.

Health – We work alongside local and global partners to safeguard the health, wellbeing, and dignity of older people. We help health systems meet the needs of older people, support homecare models and ensure staff have appropriate training, improve access to affordable medicines and assistive technology, and address the growing burden of non-communicable diseases.

Humanitarian support – We work collaboratively with our partners to deliver emergency supplies and support to older people in times of crisis, and ensure their needs are met. And in the face of the climate crisis, we focus on inclusive climate action – amplifying the impacts for older people, and their important role in responding to this crisis.

Working with our partner HelpAge International to deliver our work – We raise funds from the UK public and other donors, which support local partner organisations in the HelpAge global network to implement programmes directly alongside older people.

"I'm proud to work for Age International. We have a great team and a unique mission. I've visited older people supported by emergency response and longer-term development work: we really make a difference!"

Alison Marshall

CHIEF EXECUTIVE OFFICER



Our Values

We are **AMBITIOUS**

We are **PURPOSEFUL**

We aim to be **BRILLIANT PARTNERS**

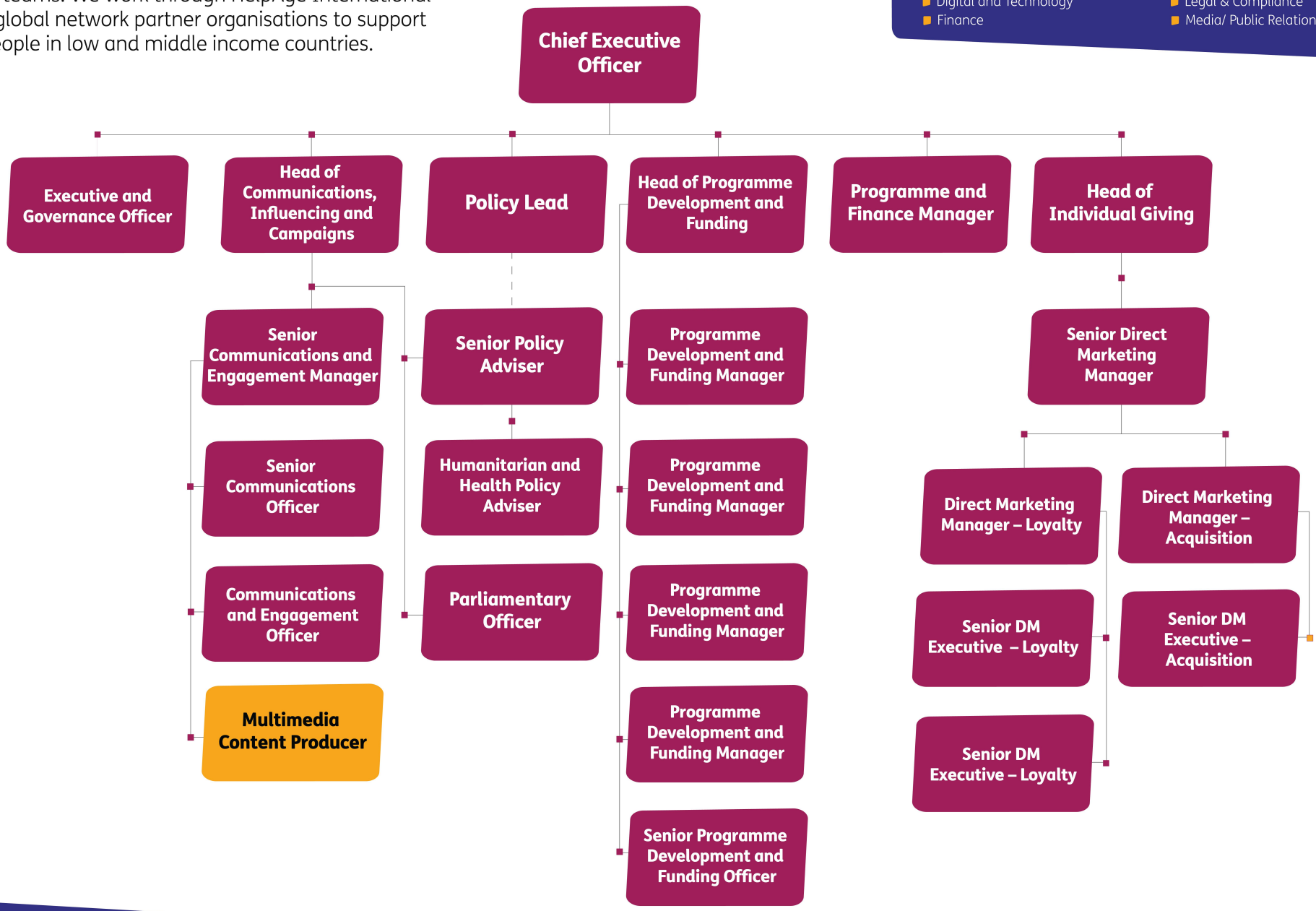
We **BUILD EACH OTHER UP**

Who we are

Age International is a small organisation in headcount however we are lucky to be part of Age UK and can share support teams. We work through HelpAge International and its global network partner organisations to support older people in low and middle income countries.

Age UK Shared Services

- Brand Services
- CRM and Supporter Engagement
- Digital and Technology
- Finance
- Governance
- Internal Comms
- Legal & Compliance
- Media/ Public Relations
- People
- Policy
- Public Affairs
- Research





We're an **Age-friendly Employer**

Meseret, 80, is the sole carer for her great-granddaughters in Ethiopia.
© Katie Barraclough/Age International

Multimedia Content Producer

The job, in a nutshell

Are you a creative communicator who's passionate about making a difference? We're looking for a Multimedia Content Producer to help us share powerful stories that support older people facing challenging situations in low and middle-income countries - and to help amplify their voices on a global stage.

This is an exciting opportunity to use your creativity to produce engaging, high-quality content across our print and digital channels. You'll play a key role in raising the bar on our communications, ensuring our messages inspire, inform and connect with our audiences.

You'll be highly organised and detail-focused, managing and cataloguing our growing library of photography and stories so that our content is always accessible and used effectively. You'll also work closely with our global partners to commission new content that highlights the real impact of our work.

If you're a motivated, imaginative communicator with a keen eye for detail and a passion for meaningful storytelling, we'd love to hear from you. Join us and help tell the stories that bring our mission to life and champion older people around the world.

Key highlights in this role

- Managing our digital asset management system (ResourceSpace) – ensuring all new content is properly stored, tagged and accessible across teams.
- Designing and producing engaging content – from policy briefings to digital assets – supporting our social media, website, emails and appeals.
- Working on a content gathering commission to enable Age International to tell authentic stories which highlight older people's voices via the programmes our partners deliver around the world.
- Collaborating with internal teams to maintain and enhance the quality and consistency of Age International's brand presence.

Location
Hybrid/London EC3 - minimum 1 day per week in the office

Contract
2 years, 35 hours per week

People management
No

Division
Age International

Department
Communications, Influencing and Campaigns

Line Manager
Senior Communications and Engagement Manager

What you'll do for us

Design, Produce and Edit Content

- Manage and deliver the design of key publications including policy and parliamentary briefings and supporter resources.
- Act as a proofreader and editor for key colleagues, ensuring meticulous attention to detail is met consistently.

Commission Content and Uphold Brand Standards

- Commission new content including stories, photography and video - working remotely with local suppliers and partner organisations around the world.
- Manage our digital asset management system (ResourceSpace) including sorting all new incoming content, filing it and tagging it, plus ensuring consent processes, licensing time limits and ethical content gathering standards are always maintained.
- Collaborate with internal stakeholders to uphold high standards and brand consistency across all outputs.
- Where appropriate, mentor colleagues to strengthen our inclusive communications practises, storytelling and visual content creation across digital platforms.

Build Relationships

- Work closely with colleagues across Age International, Age UK, HelpAge International, and the Disasters Emergency Committee (DEC) to deliver collaborative communications projects.
- Work with others across Age International to ensure consistent, high-quality external communications which evidence need, show our impact, and champion older people's voices.
- Build strong internal relationships to support efficient and effective project delivery.

Other Responsibilities

- Support strategic priorities set by the Head of Communications, Influencing and Campaigns, and the Senior Communications and Engagement Manager.

What we need from you

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Test = T

Must Haves

Experience

- Demonstrable graphic design experience across a range of digital and print channels. (A, I, T)
- Proven ability to create and commission content, primarily photography and film. (A, I)
- Strong copywriting and proofreading skills with exceptional attention to detail. (A, I, T)
- Strong analytical skills and familiarity with tools to monitor content performance and generate actionable insights. (I)
- Ability to simplify complex information into engaging content. (I)

Skills and Knowledge

- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere), and Canva. (A, I, T)
- Good understanding of digital asset management systems. (A, I)
- Excellent collaboration and communication skills to work across teams and with external partners, including being able to create effective briefs and manage supplier contracts. (I)

Personal attributes

- Clear creative flair and intuitive storytelling abilities. (I)
- A commitment to championing the voices of older people. (A, I)
- Self-motivated, organised and able to work independently while managing multiple priorities. (I)

Other Requirements

- Commitment to Age International's values and mission. (I)
- Flexibility to support fast-paced emergency communications during DEC appeals, with potentially out of hours working. (I)

Great to Haves

Experience

- Experience in content collection and commissioning, including briefing internationally based partners and suppliers, and working with content in languages other than English. (A, I)

Skills and Knowledge

- Knowledge of the challenges and opportunities of working in a networked organisation. (I)
- Understanding of consent and ethical requirement for content gathering. (I)

Personal attributes

- Passionate about the impact of top-quality written content and design to engage audiences and drive positive change. (I)

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.
In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.
Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.



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Ahmed, 64, unites older people through football in a Tanzanian refugee camp.

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