Helen Keller International ~ Job Announcement
Multimedia Content Producer
(New York, NY)

Co-founded in 1915 by Helen Keller, Helen Keller International is dedicated to saving the sight and lives of the world’s vulnerable. We combat the causes and consequences of preventable blindness, malnutrition and diseases of poverty with more than 120 programs in 20 African and Asian countries, as well as in the United States. Renowned for its reliability, efficiency and high level of technical expertise, Helen Keller International promotes the development of large-scale, sustainable solutions to some of the most pressing issues in public health. We deliver scientific rigor and effectively leverage donor dollars with our hallmark characteristics of grit, compassion and integrity. If you share these characteristics, we invite you to apply to open positions at Helen Keller International.

The Global Communications unit is seeking a hands-on Multimedia Content Producer to develop and produce compelling stories, and photo and video content for HKI’s signature vitamin A supplementation program.

Background
Vitamin A supplementation (VAS) is one of the most effective and proven measures to reduce child mortality in developing countries. For more than 20 years, HKI has been supporting VAS programs in Africa. We work to build the capacity of governments to institutionalize VAS into both routine health services as well as biannual child health days, ensuring high coverage, improved data collection and monitoring, and reaching children beginning at 6 months of age. VAS also serves as a platform for the integration of other nutrition and child survival services. HKI is implementing this flagship program in 12 countries in Africa.

Functional Relationships
Reporting directly to the Director of Global Communications, and in close coordination with the Africa Regional Program Manager for VAS, the Multimedia Content Producer will work closely with other key staff in the External Relations Department, including the Vice President, Directors of other units, and fellow members of the Global Communications team. The Producer will also have strong working partnerships with senior technical and country program staff throughout Africa and will select and manage consultants, freelancers and vendors, as needed. S/he will also act as a liaison to the media regarding VAS program content.

HKI has a matrixed reporting structure that respects both line management and authority within departments and regional hierarchies; and the accountability and oversight duties of subject matter experts outside of each department and region. Regular communication and a spirit of team work among colleagues, both hierarchically and laterally are essential to make this structure thrive.
Scope of Position
The Producer will develop, plan and implement a content development strategy, calendar and budget for our international VAS programs designed to meet communications and marketing goals specifically for external audiences, including: individual, corporation, organization, and foundation donors and prospects in the private sector; HKI’s online and social communities; and media outlets, in accordance with HKI’s program, editorial, and ethical guidelines.

This is a hands-on position that will involve direct involvement with production of content in a wide variety of formats through a minimum of three to four field visits per year (20-30% travel). While on the road, the Producer may be asked to gather content and photo and video assets regarding other projects.

Responsibilities
- Develop and plan a content development strategy and editorial calendar for VAS in close consultation with Global Communications Director and the Program lead.
- Lead the implementation of the plan by working independently as well as part of a team to establish and achieve deliverables.
  - Develop compelling content; source stories and write, edit, photograph for program documentation and to meet communications and marketing goals.
  - Collaborate closely with internal clients and stakeholders to help facilitate the creation of multimedia content.
  - Develop production schedules.
  - Manage and develop budgets for content and video production projects.
  - Outline, storyboard, allocates resources, sets deadlines and selects optimal forms of media for projects.
  - Plans video shoots; scout, select and coordinate subjects and releases in coordination with program colleagues.
  - Shoot and edit raw video to produce finished content.
  - Liaise with / manage requests from outside media who want archival video or to do a shoot featuring HKI programs and/or people.
  - Record and edit video projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management and archiving.
  - Prepare RFPs for vendors for specific projects, as needed. Selects and manages freelancers and other vendors for specific projects as needed.
  - Monitor and manage budget.
  - Manage and maintain all in-house video, audio and photography equipment.
- Visit additional field projects to support content development on other topics, as requested. Coordinate with relevant staff to ensure effectiveness of visit.

Requirements
- Bachelor’s degree in communications, journalism, or related field, plus 10+ years of relevant experience; or an equivalent combination of education and experience.
- Excellent writing and editing ability, especially in distilling complex issues and developing story, interest, and point of view from technical content.
• Video and audio technical skills including:
  o Ability to film broadcast quality video and audio: HD 1920x1080 or better;
  o Adobe Premiere Pro editing skills (and other professional editing software, such as Adobe After Effects, Photoshop, etc.);
  o Knowledge of different video formats and file conversions for online and social media platforms;
  o Online video publishing and file transfer skills; and
  o Working knowledge of lighting video interviews.
• Savvy, flexible, versatile, self-starter; creative thinker and innovator; ability to build multiple relationships to develop and implement cross-cutting ideas and solutions.
• Ability to work independently but with strong accountability, driving projects effectively from conceptual stages to launch, and handling multiple and often competing deadlines.
• Experience working for a nonprofit, multilateral or international institution. Familiarity with public health content and/or development topics.
• Experience producing content in resource-poor settings, and familiarity and interest in collaborating with diverse global teams.
• Willingness and ability to travel internationally to developing countries 20-30% of the time.
• Personal commitment to HKI’s mission and goals and the values demonstrated by HKI co-founder, Helen Keller: compassion, grit, and optimism. Sense of humor preferred.
• US work authorization and residence in or willingness to relocate to the NY metro area.

To Apply:
Qualified candidates should submit a cover letter and resume to HKI.Recruitment@hki.org noting the job title in the subject line. Applications will be accepted until the position is filled.

Helen Keller International is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, genetic information, disability, or protected veteran status.