

UK-MED



UK-MED Register: Multimedia Producer

Candidate Information Pack

May 2023

Contents

- 3. The UK-Med Register
- 4. Introduction
- 5. Advert
- 6. How to Apply
- 7. About UK-Med
- 10. Job description
- 12. Person Specification
- 14. Key terms and benefits

The UK-Med Register

UK-Med is a frontline medical aid INGO. We've been working for over 20 years towards a world where everyone has the healthcare they need when crises or disasters hit. We're on-call to get to disaster zones at 24 hours' notice and save lives.

With crises becoming more frequent and severe, we also help communities get ready for future emergencies and we make sure that what we learn is shared, so people across the world can get the best care.

UK-Med responds to sudden onset disasters, disease outbreaks and other exceptional pressure on health systems by deploying surge health teams to provide extra clinical capacity and expertise. We both directly provide healthcare and undertake capacity building of local health systems and personnel.

We maintain a small core staff team who design, and develop our response capabilities, but the majority of people who deliver our services in the field come from our Register.

Our Register includes around 1000 professionals from across the world including doctors, nurses, other health professionals and humanitarian professionals.

Our commitment

We maintain a large Register to ensure that we can fill all roles required in the event of a major disaster. This means that in most years, most members of the UK-Med Register will not be offered any opportunity to join a response.

When personnel are needed for a response, we will build our response team from our Register and core staff team – around 90% of personnel in our responses are Register members. We will take account of skills, competencies, availability and readiness (whether all vetting has been completed) in deciding who to invite to join a team – this is always defined by delivering the best possible health outcomes for our patients.

Being offered a place on the UK-Med Register is not an offer of a job. Opportunities with UK-Med are very unlikely to come up frequently enough to provide a regular income, and you will need to plan to have other work that is flexible enough to allow you to join UK-Med responses as required. This means that the UK-Med Register is not suitable for everyone.

The UK-Med Register provides personnel both for UK-Med independent responses and for responses of the UK Emergency Medical Team which deploys on behalf of the UK Government.

Our requirements

To be part of our Register you will need the following:

- Deployment - you will be ready, willing, and available to deploy internationally, potentially at short notice, and stay between 4-10 days or more. You don't have to be deployable every day of the year, but you will need to be able to be on call to support and advise in making decisions and facilitating in potentially difficult circumstances.
- A special arrangement exists for UK NHS staff, under which people can be released from their job to be deployed for three weeks at a time.
- Clinical and/or professional expertise – you must already be established in your profession to be able to meet the demands of the roles and contexts you will be in during our responses. The expertise and skills requirements are included in the person specification – if you do not meet these please don't apply.
- Humanitarian competencies – UK-Med has defined a set of core humanitarian competencies that are required for all Register members. If you are an experienced humanitarian, you will be expected to demonstrate these through real examples from your previous work or volunteering. If you are a skilled clinician with limited or no humanitarian experience, you will be expected to display these competencies through our selection training activities.
- Suitability – We expect all Register members to have the highest standards of personal and professional conduct, and to share our commitment to Safeguarding and Equality, Diversity and Inclusion. We undertake extensive vetting to make sure that candidates meet our high standards of conduct. We also require all Register members to complete medical assessments to ensure that they are medically fit for deployment in our responses.

Introduction



This is an exciting time to join UK-Med. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now have programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

UK-Med Chief Executive Officer

Advert

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| Role: | UK-MED Register: Multimedia Producer |
| Hours: | No guarantee of any work, but if deployed work will be full-time. |
| Duration: | Between 4-10 days. |
| Remuneration: | If deployed, starting rate expected to be (GBP £761- GBP £808 a week) |
| Location: | Internationally / any of the UK-Med response including Ukraine and or to various other locations. |

Are you an energetic and passionate communications professional willing to deploy and use their expertise to help UK-Med deliver life-saving medical aid?

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

Our responses are staffed from our register of surge responders. Register members undergo extensive training and vetting in advance, so they can be quickly deployed to where they are most needed. Register members who join a response team are offered a fixed-term contract for the response and paid in line with our globally benchmarked pay scales.

We are seeking several new talented people to join our teams in various locations, to be available to deploy in Field Communications roles. Partnering with the Head of Mission, you will ensure communication services meets the needs of the programme ensuring efficient and effective quality of work.

Our ideal candidate will bring substantial communications field officer expertise developed through relevant professional experience working in the humanitarian / INGO sector working with diverse teams.

We offer a competitive salary and benefits along with a friendly working environment and the opportunity to make a real difference through an influential role in humanitarian programming. You will be determined, high performing, compassionate and collaborative, as well as being committed to learning and supporting others to learn. Language skills will be an advantage.

We offer excellent learning opportunities and occasional opportunities to work in international humanitarian responses, should you decide to join our Register at a later date.

How to apply

To apply, please submit a **current CV and a supporting letter** (no more than 2 pages) that includes a detailed explanation of your suitability for this post with **specific reference to the essential criteria** in the person specification.

Applications must be submitted through our [online jobs portal](#) no later than **9th of June 2023**

UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.

UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.

About UK-Med

UK-Med (www.uk-med.org)

We train and deploy medical teams and specialists to save lives when epidemics, conflict and natural disasters hit. As disasters grow more frequent, severe and complex there has never been a greater need to respond quickly and effectively. We believe in a world prepared to help.

It started in 1988 with a team of eight Manchester clinicians led by our founder Tony Redmond, when a huge earthquake ripped through Armenia. Teams continued to deploy throughout the 1990's and 2000s, and when Ebola struck West Africa in 2014 UK-Med stepped up. We recruited and trained the one hundred and fifty UK clinicians who worked alongside local medical teams, other NGOs and DFID to bring the outbreak under control.

UK-Med has deployed teams to a range of countries and crises including Cape Verde, China, Gaza, Haiti, Bosnia and Herzegovina, Indonesia, Jordan, Kosovo, Pakistan, the Philippines, Sierra Leone and Bangladesh. Our teams have undertaken a range of work on deployment including general medical care, trauma and surgical care, outbreak response and training of local healthcare staff.

The UK EMT

The UK Emergency Medical Team (UK EMT) provides high quality emergency health care solutions in a range of humanitarian contexts on behalf of the UK Government. The programme is led by the Foreign, Commonwealth and Development Office (FCDO) and works under the guidelines of the WHO Classification and Minimum Standards for Medical Teams in sudden onset disasters. We recruit and train teams of UK-based clinicians, normally released for three weeks at a time by NHS employers. At any time, we have a team of sixty clinicians on call who are ready to respond to disasters anywhere in the world within twenty-four hours.

We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian contexts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, self-sufficient primary care facilities or a field hospital including surgical team and inpatient facilities.

UK-Med Vision, Mission and Values

Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

We Value:

Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

Job Description

UK-Med Register: Multimedia Producer

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| Job Title | UK-Med Multimedia Producer |
| Duration | Register members who deploy will be offered fixed-term contracts. The duration will depend on the requirements of the response, but most responses are between 4 and 10 days. |
| Hours | UK-Med Register role, no guarantee of any work, but if deployed work will be full-time |
| Place of work | Internationally / any of the UK-Med response including Ukraine and or to various other locations |

Purpose of role

Act as a focal point for communications production, media relations and campaigns in country. Ensure communication services meets the needs of the programme, ensuring efficient and effective work is delivered at all times.

Key responsibilities

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| 1 | Establish close working relationships with TV, radio and news agencies to promote UK-Med's activities and manage media requests – with support from the UK based Media Manager |
| 2 | Create inspiring and multi-faceted content from the field for our website, social media channels, members, email marketing and awareness-raising campaigns. |
| 3 | Write stories from the field, produce at least one finalised story per week to be published on UK-Med's social medial platforms and website. |
| 4 | Capture and edit high quality photos and videos and produce finalized video stories about UK-Med's activities in country. |
| 5 | Lead on content gathering from the field; in order to create compelling, news-worthy stories that inspire action. |
| 6 | Ensure consistent visibility of UK-Med's produced materials in the field. |
| 7 | Provide briefings and assist in interview preparations to media for UK-Med's register members and in-country staff. |
| 8 | Advise UK-Med's register members and in-country staff on content sharing and ways to engage public followers with UK-Med's different social media platforms for a growing audience. |
| 9 | Monitor on regular basis sources of information in order to keep UK-Med in-country staff members and its partners up-to-date on developments. |
| 10 | Identify Media/Communications opportunities, arrange events with key local media for press conferences and briefings and to promote UK-Med's activities in-country. |

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| 11 | Act as a brand champion, focal point and spokesperson in country, promoting brand guidelines and supporting colleagues to adhere to standards. |
| 12 | Contribute to the production of information material for public awareness campaigns and for the preparation of in-house bulletins, newsletters and information kits by contributing to articles, reports and other information gathered from various sources. |
| 13 | Build a database of case studies, videos and photographs ensuring compliance with copyright, safeguarding and GDPR. |
| 14 | Draft press releases, reports, booklets and other publications for target audiences |
| 15 | Identify potential communication partners who will support our communication goals and drive engagement and reach. |
| 16 | Provide technical and administrative support to the communication team (e.g. event organization) when required. |
| 17 | Perform other duties as required. |
| Safeguarding | |
| 18 | Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct. |
| 19 | Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion. |
| General duties | |
| 20 | To ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy. |
| 21 | Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery. |
| 22 | Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts. |
| 23 | Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med. |
| 24 | Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med. |
| 25 | Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work. |

Person Specification

UK-Med Register: Multimedia Producer

| Qualifications / Professional Memberships | | |
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| 1 | Educated to degree level a relevant subject (e.g. English, Marketing, Media, Communications, History) or equivalent professional experience OR Evidence of continual professional development relevant to the role purpose and level. | Essential |
| 2 | Communication or marketing qualification | Desirable |
| Knowledge, Skills and Experience | | |
| 3 | Demonstrable experience of creating compelling content from source material for a range of platforms and media. | Essential |
| 4 | Demonstrable experience of planning and delivering cross platform campaigns. | Essential |
| 5 | Demonstrable experience of working within a multi-disciplinary team to deliver a project together. | Essential |
| 6 | Strong proof-reading abilities. | Essential |
| 7 | Experience of supporting fundraising colleagues. | Desirable |
| 8 | Able to build content in the Adobe Creative Suite and Canva. | Desirable |
| 9 | Proven ability to use WordPress. | Desirable |
| 10 | Experience of delivering paid digital ad campaigns and Google AdWords. | Desirable |
| 11 | Third sector experience within a marketing role. | Desirable |
| Personal Attributes | | |
| 12 | Highest standards of integrity. | Essential |
| 13 | Flexible, can-do attitude and good team player. | Essential |
| 14 | Excellent time and task management skills with the ability to balance a full and dynamic workload and make decisions in a fast-paced environment. | Essential |
| 15 | Excellent communication skills, both verbal and written. | Essential |

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| 16 | Excellent attention to detail around work planning and the use of systems with a strong commitment to quality control and standards. | Essential |
| 17 | Ability to work independently. | Essential |
| Practical requirements | | |
| 18 | Ability to travel internationally to any of the UK-Med response including Ukraine and or to various field offices. | Essential |
| 19 | Willingness to work some weekends and evenings to contribute programme delivery and organisational priorities. | Essential |
| 20 | A commitment to own learning and development and willingness to undertake Continuing Professional Development. | Essential |

Key terms and benefits

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| Salary: | If deployed, starting rate expected to be (GBP £761- GBP £808 a week) |
| Working hours: | UK-Med Register role, no guarantee of any work, but if deployed work will be full-time. |
| Safeguarding and sanctions: | To ensure the suitability for the role’s work with both adults and children, and/or work within regulated environments (CAA, MRHA) an assessment of suitability for this work will be completed which will include DBS / police checks. For work in some countries or funded by some donors we will also run a comprehensive sanctions / suitable person check |
| Health and Medical | Health clearance as ‘fit to deploy’ by our occupational health provider is an essential requirement for deployment in this role. |
| Professional requirements: | There are no required professional memberships although relevant memberships may be an advantage. |
| Term of contract: | Register members who deploy will be offered fixed-term contracts. The duration will depend on the requirements of the response, but most responses are between 4 and 10 days. |

UK-MED

Building a world
prepared to help