



Video Producer

Candidate Pack



Location: Hybrid working, working two days a week from Ronald McDonald House or Office

Salary: £31,500 per annum

Contract: Permanent contract, full-time, 35 hours/5 days a week

Reports to: Marketing Manager

Closing date: Sunday 25 January, midnight

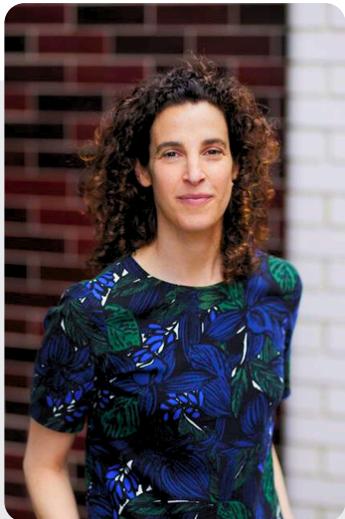
Job role:

You'll be our in-house video specialist, bringing stories to life through powerful, emotive and high-quality video content. From concept to final cut, you'll lead the full production process: developing ideas, storyboarding, planning shoots, filming, editing and delivering content that connects with audiences across all our channels.

You'll work closely with colleagues across the charity, as well as external agencies and freelancers, to ensure our video output is consistent, impactful and on brand. You'll spot storytelling opportunities and will proactively plan video content, aligned with our organisational priorities and making sure the videos would engage our key audiences, and will have full ownership of the planning and production process. You'll also manage production budgets and timelines, ensuring we deliver value and quality every time. Your work will play a key role in driving awareness and consideration of our brand, helping us deepen engagement with our key audiences and grow our income through compelling and relevant video storytelling.

This is an exciting time to join us as we unveil a refreshed brand that will power our ambitious impact and income goals. You'll play a pivotal role in shaping inclusive storytelling that reflects the diversity of families we support, ensuring every voice is heard and represented authentically.

Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Keeping Families Close' is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home-away-from-home' for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



Louise Firth, Director of Engagement

Our mission at Ronald McDonald House Charities UK is rooted in a deep understanding of the emotional and practical challenges families face when their child is in hospital far from home.

We are committed to helping families cope and providing the support they need throughout their child's medical journey. We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our mission.

At Ronald McDonald House Charities UK, engagement means building meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our entire organisational impact strategy.

We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

Our new five-year Impact Strategy sets out a bold vision: to serve more families and serve them better. Last year, I had the privilege of joining Ronald McDonald House Charities UK to lead a new directorate that brings together income generation, marketing, and communications. Together with our dedicated Board of Trustees, colleagues across the organisation, and colleagues across our global system, we are committed to transforming our income to bring this strategy to life.

This is a pivotal moment for Ronald McDonald House Charities UK. We are preparing to launch a dynamic new Engagement Strategy to fuel our growth – and we need passionate, talented individuals to help us make it happen. By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do. If you share our commitment to supporting families with children in hospital and want to be part of an exciting new chapter in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission – and how, together, we can make a lasting impact.

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and serve them better](#).



► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.



► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.

► [Watch one of our family stories](#)

► [Read our family blogs](#)

Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the Video Producer role

Key responsibilities:

Video Production

- Lead end-to-end video production: from creative development and storyboarding to filming, editing and delivery:
 - Planning and pre-production: Develop the project's vision, create scripts, manage casting, scout locations, and secure necessary equipment and crew.
 - Production: Manage the on-set activities, including the work of the camera crew, sound, and other staff, to ensure the shoot runs smoothly and on schedule.
 - Post-production: Edit the footage and deliver the final video, ensuring it aligns with the project's goals and is delivered in the correct format, on time.
- Film on location at our Houses and events, capturing interviews, b-roll and live action.
- Edit content using Adobe Premiere Pro and other relevant tools (e.g. After Effects, Audition, Photoshop).
- Produce multiple versions of content tailored for different platforms: social media, YouTube, email, website, paid ads.
- Maintain a consistent visual style and tone across all video content, making sure all produced video content is on brand and follows content accessibility best practice.
- Continuously explore new video formats and trends to maximise reach and engagement.
- Work with colleagues in marketing, social media and digital content to help track video performance and apply learnings to future content.
- Use audience insights and performance data to inform video concepts and optimise content for engagement and fundraising outcomes.
- Act as an internal video content expert, own the video production priority schedule, and, using insights, interrogate internal briefs with confidence, where needed, to recommend the best approach.

Project management

- Own the video production schedule, ensuring timely delivery of all projects.
- Scope, plan and manage multiple projects simultaneously, balancing priorities and deadlines.
- Maintain a clear archive of raw footage, project files and final assets.
- Show good stewardship and take good care of all equipment. Take responsibility for the insurance renewals, equipment storage, footage archiving and document all existing footage.

Photography

- Manage internal photography requests: commission freelance photography and curate content for our owned and paid channels.
- In some cases, be able to deliver events and case studies photography.

Content Management

- Managing the development and implementation of our digital asset manager, Canto, including uploading and categorising content, quality control and producing portals for external access to content, as well as encouraging colleagues from across the Charity to use all it has to offer.
- Permissions and tracking: ensuring all content is tracked, including where last used, any restrictions for use, and consent from the content subjects.
- Maintaining all 'expiry dates' of materials, copyright restrictions, etc., and making sure content is removed from channels on applicable dates if appropriate.
- Have ownership of our assets management system, making sure all content is clearly tagged, linked to consent forms, well-organised and searchable.

Stakeholder Engagement

- Collaborate with internal teams to understand briefs, shape ideas and deliver video content that meets objectives.
- Build strong relationships with families, House teams and hospital partners to sensitively and authentically tell their stories.
- Manage approvals and feedback loops with internal stakeholders.

External Partners

- Brief and manage freelance videographers, editors, photographers and production agencies as needed.
- Oversee the production process, making sure the videos are delivered on brief, on time and on budget.
- Oversee quality control and ensure external work aligns with our brand and standards.



About the Video Producer role

Key responsibilities (Continued):

Content Strategy & Channel Adaption

- Spot storytelling opportunities and proactively plan video content aligned with our organisational objectives.
- Work with relevant colleagues to align video content with campaign and channel strategies: social media, paid ads, email, website.
- Optimise content for each platform, ensuring technical specifications and audience expectations are met.
- Support SEO and accessibility best practice in video content.

Budget and Production Management

- Plan and manage the video production budget, ensuring cost-effective delivery.
- Track spend, process invoices and report on budget usage.



Person Specification:

Knowledge and Experience

- Proven experience in end-to-end video production, ideally within a charity, agency or in-house creative team.
- Demonstrated success in developing and delivering high-quality video content across multiple platforms, including social media, YouTube and short-form formats such as Reels and TikTok.
- Strong experience in project and budget management, and resource allocation for video projects.
- Experience managing freelancers or agencies, ensuring delivery on time, on brief and on budget.

- Familiarity with accessibility standards and SEO best practice for video content.
- Experience producing content for a range of digital channels and formats, including for Reels, TikTok and YouTube Shorts.
- Experience managing freelancers and/or agencies.
- Experience in photography. While this role's primary focus is video production, photography experience is desirable and would form a small part of the role.

Skills and Abilities

- Strong filming and editing skills, with advanced proficiency in Adobe Premiere Pro and confident use of other Adobe Creative Cloud tools (e.g., After Effects, Audition, Final Cut Pro, Photoshop, etc.)
- Working knowledge of photography and photo editing
- Skilled in storyboard, scripting and visual storytelling, with the ability to adapt content for different audiences and channels.
- Excellent project management and organisational skills.
- Ability to work sensitively with families and apply a trauma-informed approach when capturing stories.
- Comfortable working independently and managing multiple projects.
- Strong interpersonal skills and ability to work sensitively with families, applying trauma-informed approach.
- A creative thinker with a sharp eye for detail and a passion for storytelling.



Our employees



Jasmine's journey House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



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I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team – an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.

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Lily's journey Lead Challenge Events Officer to Senior Events Fundraiser



Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



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Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.

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How to apply for the role

Closing date: 25 January 2026

All applications must be submitted before midnight on this date.



Please enclose:

A full CV

A cover letter specific to this role

A completed demographic form (optional)

To submit your application, please email:

rmhc.recruitment@uk.mcd.com

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

To discuss the role before applying:

📞 0203 892 0774 📩 rmhc.recruitment@uk.mcd.com

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

