



Digital Assets Officer

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president

Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

Communications Department

This is an exciting time to join our growing communications team. FFI's Business Plan sets out ambitious goals for increasing our profile and influence, recognising the importance of communications not only for income generation but also as a key ingredient of conservation success. You will be joining a highly skilled and supportive team and will also work closely with the wider development team and colleagues across the organisation to achieve our shared mission of protecting the world's threatened species and ecosystems.

The Opportunity

We are seeking an experienced Digital Assets Officer to manage FFI's digital assets collection. High-quality, engaging videos and powerful imagery is a fundamental aspect to effective digital and print communications. The Digital Assets Officer will provide a central role in the communications and fundraising teams by maintaining, cataloguing and sourcing new and existing digital assets for our internal and external activities.

This is an exciting role, with the chance to use your skills to make a real difference to FFI as we strive to effectively communicate the solutions and challenges facing threatened species and habitats around the world through powerful visual mediums.

With experience of working in digital assets management, you will understand how to effectively maintain digital asset libraries using Digital Asset Management (DAM) software, including implementing robust cataloguing systems, applying image and video editing techniques, and managing licensing and copyright processes. You will have an eye for quality photography and videography, and the initiative to identify any subject gaps in our library with relation to our communications and fundraising activities. You will have a good understanding of assets licensing and copyright laws for internal and external purposes.

You will enjoy working in a dynamic and creative environment, where the ability to respond swiftly to changing organisational and team needs is paramount. In return, we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date:	As soon as possible
Duration of Contract:	Permanent
Probation Period:	Six months
Salary:	Circa £26,000 per annum
Location:	Fauna & Flora International, Cambridge, UK (some remote working from within the UK may be considered)
Benefits:	<p>25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed</p> <p>For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.</p> <p>Group Life insurance, currently set at a benefit of 4 x basic salary</p>
Hours of Work:	This is a full time position working 37.5 hours per week, Monday-Friday inclusive.

Job Description

Job Title:	Digital Assets Officer
Reporting to:	Communications Manager (Design & Online)
Key Relationships:	Communications Team Digital Marketing Team Fundraising Teams Programme Teams ICT Team Legal Team External agencies and consultants

Purpose:

High quality imagery and footage is vital in helping us communicate our work and protect the planet. The Digital Assets Officer is responsible for managing and sourcing FFI's library of images, video footage and other digital assets and providing these to members of the communications and fundraising teams, colleagues across the organisations and external parties such as the press and media.

The Digital Assets Officer will handle all aspects of our digital asset collection, including acquiring, cataloguing and protecting our assets and will work with both internal and external stakeholders to implement systems and procedures to make these processes more efficient and streamlined.

General responsibilities:

- Oversee and manage FFI's digital assets library
- Source new digital assets
- Manage the licensing of our digital assets to external parties

Specific duties:

Oversee and manage FFI's digital assets library:

- Manage the upkeep of the Digital Asset Management (DAM) platform and software.
- Organise and catalogue our assets and ensure all assets are correctly logged and tagged.
- Create robust systems for cataloguing acquired assets and make it easy for stakeholders to contribute their assets.
- Respond to image requests from colleagues.
- Work with the Communications Manager (Design & Online) on the creation and implementation of an organisation-wide image policy.
- Keep the digital asset library up to date, monitor for sensitivities and remove poor quality or duplicate assets.
- Provide access to staff and external partners/stakeholders as appropriate.
- Edit, retouch and resize assets where appropriate to optimise for web, social media and print.
- Manage user accounts and train key staff in the use of the platform.
- Work with the ICT team to ensure the platform and software are kept up to date and follow best practice security protocols.
- Review our archive of analogue assets (slides and film) and prioritise the digitisation of the most important.

Source new digital assets:

- Work with the Communications and Fundraising teams to identify the digital assets required for upcoming campaigns, appeals and media approaches. Identify gaps and source assets in line with strategic and budgetary considerations.
- Identify gaps in our current library and prioritise acquisition need based on organisational strategy and content plans.
- Work with regional and cross-cutting teams to consolidate team and programme libraries and make these available to the wider organisation.
- Identify and build up a list of international, and regionally based, photographers and film-makers.

Manage the licensing of our digital assets to external parties:

- Handle all internal and external licensing and usage rights queries.
- Implement robust systems for managing and tracking the copyright permissions for our digital assets.
- Work with our legal team to produce and implement a digital assets licensing policy.
- Develop and maintain a system for tracking licensing requests and agreements.
- Provide guidance and training to colleagues and partners on digital asset licensing and usage rights.

Other:

The Digital Assets Officer will work with the communications team on ad-hoc requests, including (but not limited to) the below. The Digital Assets Officer should work with their line manager to ensure these ad-hoc requests are manageable and well balanced with the strategic objectives set out above.

- Take responsibility for managing the audio-visual elements of FFI events, including sourcing video and imagery, ensuring all presentations meet the relevant technical specifications, checking venue sound quality and coordinating event filming.
- Raise Purchase Orders and manage invoices.
- Represent FFI at external events.

Personal Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Excellent organisational and file-management skills • Excellent written and verbal communication skills • Photo editing skills • Proficient in the use of Adobe Creative Suite • Proficient in the use of Microsoft programmes • Ability to train colleagues and team members in the use of online systems • Video editing skills 	<ul style="list-style-type: none"> • Photography skills
Knowledge and experience	<ul style="list-style-type: none"> • Experience of digital asset management systems and administration • Knowledge of file asset types and media usage rights terminology • Knowledge of intellectual property and copyright law • Knowledge of video file formats and the different platform delivery specifications • Experience of licensing agreements and contracts • Experience of commissioning and managing external content creators (e.g. photographers and film-makers) 	<ul style="list-style-type: none"> • Familiarity with Portfolio software as a digital asset management system • An understanding of the principles of good graphic design • A good understanding of conservation issues • Experience of working in an international NGO environment
Behavioural qualities	<ul style="list-style-type: none"> • Very high levels of attention to detail • Creative, resourceful and pragmatic • Supportive, collaborative and approachable • Able to remain calm and professional under pressure • Enjoys problem solving and project management 	

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| | <ul style="list-style-type: none">• Builds positive personal and organisational relationships• Commitment to FFI's mission and values• Team player• An enquiring mind | |
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FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

How to Apply

Applications, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to commsrecruitment@fauna-flora.org

Please mark your application **Digital Assets Officer**.

The closing date for applications is **Sunday, 28 November 2021**.

Interviews are likely to be take place week commencing **Monday, 6th December 2021**.

Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity