

POSITION DESCRIPTION

Title:	Multimedia Designer	Location:	Head Office
Department:	Marketing	Reports to:	Senior Communication and Media Specialist
Prepared by:	Chief Administrative Medical Officer	Date:	May 2012

Overall Purpose:

To design and produce visually appealing multimedia content through effective graphic design, videography, photography and animation, all in support of National Ambulance's mission and objectives.

Roles and Responsibilities

- Create multimedia content for marketing, digital and traditional media in line with annual Marcomms strategy and media calendar.
- Create graphic design elements for Marcomms and other departments such as logos, website banners, images, leaflets, infographics, posters, label cards, maps, presentations layouts and other printouts. Work involves research and studying concepts/ material, creating rough layouts, obtaining necessary approvals to produce final layout.
- Develop video content by shooting and editing quality video footage to deliver a final product consistent with National Ambulance brand guidelines and business goals/needs
- Set up and operate production equipment in various settings. Equipment includes cameras, video recorders, lighting equipment, audio and microphones with ability to make technical decisions regarding shooting angles, scenes, props, backgrounds, audio and placement of microphones.
- Editing work includes creating rough and final cuts; managing different formats and media outputs; cleaning up noises, colour grading from separate cameras and knowing how to input music, dialogues, supers, voice overs, graphics, special/ sound effects and captions; and sound and video synchronisation.
- Maintain all video and post production equipment (i.e. cameras, lenses, laptops, editing software, lighting, microphones, tripods, etc.)
- Assist in scene arrangements and developing scripts and storyboards.
- Accurately maintain the archive of new and existing video/multimedia items.
- Attend weekly team planning and content review meetings to review and update on progress of multimedia content assignments, brainstorm and contribute new ideas and concepts.
- Maintain technical knowledge by keeping up-to-date on latest developments and video editing trends.
- Regularly monitor relevant multimedia content produced by stakeholders and national and international industry players.
- Update the website content and contribute to social media calendar/ content posting as applicable.
- Complete projects by coordinating with colleagues and outside agencies as required. Take photos and videos of NA staff and events.
- Produce and manage staff identification cards.
- Other duties as required.

QHSE & BC:

- Engage, understand and participate in Quality Health Safety and Environment (QHSE) Management System and Business Continuity (BC) Compliance and Improvement
- Participate in QHSE Risk Assessments / Inspections and conduct investigations into non conformances, near misses, incidents or complaints.

Professional and Academic Expertise

- At least four years of professional experience in multimedia, graphic design and editing video content.
- A bachelor's degree in multimedia/ graphic design, video editing and/ or videography.
- Must have intermediate level experience in graphic design, videography, photography and motion graphics/ animation.
- Proficiency in using Adobe Premiere Pro, Final Cut Pro or comparable non-linear editor.
- Has good experience in Motion Graphic Work, Adobe After Effects and Animation.
- Experienced in using Photoshop and photo editing suits.
- Very good understanding of technology and equipment pertaining to video shooting, video editing and visual effects.
- Excellent time management and organisational skills and ability to manage multiple projects simultaneously.
- Have great attention to details and the ability to plan, schedule and meet deadlines.
- Strong problem-solving skills and ability to develop creative solutions.
- Familiar with local culture and ability to work in a multicultural environment.
- Knowledge and understanding of UAE broadcasting requirements and regulations.
- Knowledge and experience of sourcing video material/footages from a wide range of open sourced as well as licensed video/music/image libraries.

Reviewed by:

HR & Corporate Services Manager

Change Brief

Version No.	Date	Changes
1	February 2013	New Template
2	June 2014	Delete grade, subordinate staff, and expenditure level.
3	February 2017	Due for review, no changes required
4	April 2019	Due for review, no changes required
5	August 2021	Deleted the band and the salary package, added Head of Department to prepare by section. Updated the renewal and approval section. Added from QHSE after Policy review committee Added Business Continuity in QHSE Section
6	November 2021	Rewrite and change title to Multimedia Designer from Graphic Designer

Approved by

Chief Administrative Medical Officer



Multimedia Designer
December 2021



HRF501
Version 6