JOB DESCRIPTION
AMNESTY INTERNATIONAL INTERNATIONAL SECRETARIAT (AIIS)

JOB TITLE: AV Audiovisual Archivist
TEAM: AV Studio
PROGRAMME: Global Content
DIRECTORATE: Campaigns and Communications

JOB PURPOSE: Leads the development and maintenance of Amnesty's audio visual archive collection and provides assistance to external producers on access to Amnesty archive materials. He/She oversees the digitization, storage and preservation of current and historical audiovisual material and provides access, retrieval and footage sales, services for the IS, Sections and external users.

PROGRAMME PURPOSE: The AV studio produces, commissions, procures and distributes timely and relevant AV content that creates impact for human rights change. It provides core AV services for the International Secretariat and the wider Amnesty Movement, including:
- Commissioning high-impact AV materials to support AI's campaigning, activism, brand awareness, fundraising and human rights education goals
- Producing original factual content for use on news outlets and social media sites
- Coordinating AV work across the global movement, commissioning and managing content produced in hubs, national offices and Sections, providing advice on rights management, commissioning and co-production; technical issues, formats, equipment; and on processes for working with third parties (filmmakers, photographers, talent, artists, performers etc.)
- Undertaking picture research, sourcing, commissioning and negotiating rights to acquire and use still images for AI's outputs and campaigns
- Managing and developing Amnesty Digital Asset Management (ADAM) as the organization's single authoritative source and archive of AV materials
- Providing AV guidelines and developing AV training programs

DIRECTORATE PURPOSE:
- Lead on global and regional campaigns
- Deliver integrated and effective campaign and communications strategies and services to the Amnesty movement
- Communicate effectively to external audiences
- Have top level professional expertise across all communications channels;
- Help to grow the Amnesty movement
- Contribute directly to the improvement of human rights around the world.
AIIS PURPOSE: The International Secretariat, which operates from a number of sites around the world, gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We provide strategic leadership, support and advice to the Amnesty International movement globally, fostering Amnesty International’s contribution, presence and public accountability throughout the world.

WORKING RELATIONSHIPS:

Reporting to: the Executive Producer
Posts that this job manages: Temporary contracts, volunteers and interns as required
Other key relationships: Colleagues in Global Content Design and Editorial Studios, DCP colleagues, colleagues in the Publishing Strategy team, News colleagues and other staff in Media, colleagues in regional hubs, including Global and Regional Campaign Managers and Content Managers (Regional), Digital Managers (Regional), Researchers, external users.

USEFUL INFORMATION:

LOCATION: London

MAIN RESPONSIBILITIES:

- Lead the development and maintenance of Amnesty’s Digital Asset Management System (ADAM); setting, implementing and monitoring standards for organizing and documenting the collection
- Work with the Multimedia Officer and other colleagues to ensure this system works in harmony with storage and publishing systems for written content produced by the Global Content Programme and other relevant parts of the movement (such as the proposed Story Server) and the IS document archive (AIDAN)
- Work with the Editorial and Design Studios and Multimedia Officer and Photo Information Officer to develop joined up system for storage, retrieval and publication of creative content across the Global Content Programme, in collaboration with the Records Management Coordinator and AIDAN
- Oversee the related digitization, storage and preservation project for the current and retrospective audiovisual material
- Carry out data entry and retrieval in collaboration with colleagues in the AV Studio
- Research, recommend and organize the implementation of preservation and storage solutions for managing the physical and electronic collection of Amnesty’s audiovisual materials
- Manage the organization’s broadcast footage archive and work with the Multimedia Officer and Producer/Coordinator (news) to provide access, retrieval and footage sales, services for internal and external users
- Lead on developing and maintaining up-to-date procedural guidelines for collections management and documentation of multimedia AV material, provide advice to the
movement on procedures for archiving and retrieving such materials

- Develop and maintain schedules for retention and disposal of AV materials in the Amnesty collections, ensuring there is a relevant, permanent collection, working in collaboration with the Archivist to ensure consistency across media
- Monitor, record and report expenditure on AV archiving issues within the AV Studio’s allocation of the Global Content Programme budget
- Feed into and help deliver a Global Content Strategy for the organization – ensuring the needs and benefits of the organization’s AV archive are promoted and understood are reflected
- Plan for effective use of the space occupied by AV archives, regularly review the space needs and ensure most effective storage strategies are adopted, in collaboration with the Archivist.
- Support the organization’s best use of audiovisual material by providing specialist advice within the programme, the IS and the movement as appropriate, and by identifying and participating in audiovisual training needs as appropriate in conjunction with AV colleagues and the Organization Development and Human Resources Programme (ODHR)

WHAT DOES SUCCESS LOOK LIKE IN THIS JOB?

- Appropriate audiovisual content is available to staff and the movement to be used to promote the organization’s key campaigning, advocacy and research objectives
- Amnesty’s audiovisual assets are archived to professional standards; preserved and stored safely, organized effectively, catalogued accurately and easily accessible
- The safety and security of those appearing in archived audiovisual media is respected
- The rights of third parties whose work is included in the archive are recorded and respected and their work is only used under agreed terms
- Staff at the IS and across the regional hubs and movement are provided with information and advice on the use and availability of AV media and the systems and procedures for archiving and retrieving AV material
- Amnesty’s AV archive accurately reflects the organization’s history and work, as well as the current Global Identity and regional needs, and provides an integral and effective support to the Global Content Strategy
SKILLS AND EXPERIENCE:
- Professional qualifications in Archives, Librarianship and Information Science, or similar
- Experience of archiving, preserving and storing AV materials in both physical and electronic media and of providing an archival service to users, identifying users’ needs and developing guidelines and procedures for them
- Experience of developing and managing projects relating to the storage and intellectual control of archives using appropriate collections management tools
- Excellent communication skills – particularly with colleagues and in areas that may need negotiation or diplomacy, and experience of collaborative working
- Ability to recognize and deal sensitively with ethical/legal issues in the context of AV work and to advise staff and the movement on such issues
- Experience of working with a range of current audiovisual formats and in professional AV manipulation software such as Photoshop, Audition, Premiere or similar, and of using, storing and maintaining audiovisual equipment and knowledge of technical aspects of audiovisual equipment
- Sound understanding of copyright legislation issues in relation to AV material
- Experience of working with confidential information
- Experience of liaising with external producers and agencies on schedule productions etc.
- Awareness of current and emerging technological advancements in the audiovisual industry
- Willingness to participate in developing and implementing audiovisual training packages
- Willingness to work within participatory approaches and methodologies.
- Language: Fluent in written and spoken English. Working knowledge of other languages including Arabic, French or Spanish is highly desirable

HOW YOU WORK:
Competency: Level: (A, B or C)
Delivering Results: B
Working with others: C
Developing oneself and others: B
Contributing to a Dynamic and Effective International Secretariat: C
Making decisions: B
Taking the initiative: B
Communicating and influencing: B
EQUALITY STATEMENT
Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST
Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.