

Creative & Multimedia Specialist

(Start Date Immediately / As Soon as Possible)

Overview

The Creative & Multimedia Specialist is responsible for developing and producing creative visual content and communications materials across the organization's programs and projects. Working closely with and reporting to the Marketing & Communications Manager, the role supports the creative development and execution of communications campaigns, digital content, publications, and events.

The Specialist combines proactive photography and videography with creative development, visual storytelling, and content production. The role requires an understanding of upcoming program activities and communications priorities to ensure that relevant visual assets and creative materials are prepared in advance.

With 3–5 years of relevant experience, the Specialist is expected to work independently, take ownership of creative assignments, and collaborate closely with the Marketing & Communications Manager to translate communications objectives into engaging and effective visual outputs.

Job Description

1. Creative Planning and Collaboration

- Work closely with the Marketing & Communications Manager to develop creative concepts and visual approaches for communications campaigns, project updates, and organizational initiatives.
- Translate communications priorities and content plans into creative briefs, visual concepts, and production requirements.
- Collaborate on the creative direction of social media content, newsletters, blogs, reports, public relations materials, and other communications outputs.

- Stay ahead of program calendars, field activities, project milestones, and events to anticipate creative and visual content requirements.
- Coordinate with program teams to ensure creative production aligns with campaign timelines, platform requirements, and program priorities.
- Proactively identify opportunities for compelling visual storytelling and new creative formats.
- Manage assigned creative tasks independently, providing regular updates and flagging resource requirements or potential delays.

2. Photography, Videography, and Visual Storytelling

- Plan and execute photography and video shoots across program activities, field visits, events, and organizational initiatives.
- Capture high-quality photos, reels, interviews, short-form videos, and behind-the-scenes content.
- Document project milestones, field activities, outcomes, and impact stories through compelling visual narratives.
- Anticipate upcoming communications needs and capture relevant content in advance, ensuring that visuals are available when required.
- Edit and prepare visual assets for use across Instagram, Facebook, YouTube, LinkedIn, newsletters, blogs, reports, and other communications channels.
- Maintain consistent production quality, visual standards, and brand identity across all outputs.

3. Creative Content and Communications Materials

- Develop and adapt creative assets to support communications campaigns and ongoing content requirements.
- Produce social media graphics, visual templates, presentation materials, infographics, and other digital assets, according to the agreed division of responsibilities with the Marketing & Communications Manager.
- Collaborate on the visual development of reports, publications, newsletters, and campaign materials.
- Adapt creative concepts and assets for different channels, audiences, formats, and communication objectives.

- Work with the Marketing & Communications Manager to ensure that creative outputs reinforce key messages and support the intended communications objectives.
- Maintain consistency in typography, imagery, layout, and visual identity across project materials.

4. Program Calendar and Advance Content Preparation

- Maintain a forward-looking understanding of program timelines, field activities, events, and upcoming milestones.
- Collaborate with the Marketing & Communications Manager and Digital Marketing team to align creative production with the approved three-month communications calendar.
- Develop a rolling content capture and production plan based on upcoming communications needs.
- Coordinate shoot schedules, equipment, access, logistics, and permissions in advance.
- Prepare and deliver photos, videos, reels, and other creative assets ahead of publication deadlines.
- Identify gaps in available visuals and proactively propose content capture activities to address them.
- Maintain a pipeline of ready-to-use creative assets to minimize last-minute requests and production delays.

5. Creative Asset Management and Delivery

- Edit, organize, and prepare creative assets for handover to the Marketing & Communications Manager and Digital Marketing team.
- Maintain an organized digital asset library with clear file naming, categorization, and usage information.
- Ensure assets are delivered in the required formats, dimensions, and specifications for their intended channels.
- Track production progress, review requirements, approvals, and delivery deadlines.
- Maintain records of usage rights, consent, and publication restrictions where applicable.
- Ensure creative assets are stored securely and remain accessible for future campaigns and publications.

6. Events and Field Communications

- Collaborate with the Marketing & Communications Manager on creative requirements for events, campaigns, and program activities.
- Plan and execute event photography, video coverage, interviews, and other agreed content capture.
- Prepare visual materials for pre-event promotion, event-day communications, and post-event storytelling.
- Coordinate with program teams to ensure relevant field activities and milestones are documented.
- Follow organizational requirements for consent, safeguarding, and responsible photography and videography.

Qualifications

- 3–5 years of relevant experience in creative content production, multimedia, graphic design, photography, videography, or a related field.
- Demonstrated interest in social business, sustainability, community development or related fields, with relevant experience in the sector a benefit.
- Demonstrated ability to independently manage creative assignments from concept development through production and final delivery.
- Strong portfolio demonstrating visual storytelling, photography, video editing, and digital creative work.
- Proficiency in relevant creative software for image editing, video production, and graphic design.
- Experience producing content for social media and other digital communications channels.
- Understanding of brand identity, visual communication, and platform-specific creative requirements.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Ability to collaborate effectively with communications, digital marketing, and program teams.
- Willingness to travel to field locations and events as required.

Core Competencies

- **Creative thinking:** Develops engaging visual concepts that communicate ideas and project impact effectively.
- **Independent execution:** Takes ownership of creative assignments and delivers work with limited supervision.
- **Proactive planning:** Anticipates content requirements and prepares creative assets ahead of deadlines.
- **Visual storytelling:** Translates program activities and communications messages into compelling visual narratives.
- **Cross-functional collaboration:** Works closely with the Marketing & Communications Manager and Digital Marketing team to deliver integrated communications.
- **Attention to detail:** Maintains quality, consistency, accuracy, and brand standards.
- **Adaptability:** Responds constructively to changing program needs while maintaining agreed priorities and deadlines.

Measures of Success

- Creative concepts and materials effectively support communications objectives.
- Visual assets are captured and prepared ahead of scheduled publication dates.
- Creative deliverables meet agreed quality standards and deadlines.
- Campaigns and communications materials maintain consistent visual identity and messaging.
- The Marketing & Communications Manager has timely access to relevant, ready-to-use assets.
- Creative production is managed independently and proactively across assigned projects.
- Collaboration with program teams and communications colleagues is effective and reliable.

Work Culture

More important than experience, Yunus Thailand is looking for the right character to join the YT family. Here are some of the principles we follow which give a good idea of the work culture we practice and therefore the people we are looking for:

- PURPOSE: More than a job, we are on a common mission to create meaningful impact and make a difference.
- EQUALITY: Non-hierarchy, some people have more experience than others, but everyone has ideas and are equal in the organization to share them. Sometimes less experience means new perspectives.
- ENTREPRENEURIAL: Pro-active and creative, we are constantly finding ways to provide value to those who we work with, whether that is social, environmental, or economic value to communities, clients, or partners. We also recognize we need to bring value to YT to sustain and then grow our impact.
- SOLIDARITY: We strive to create an environment where all our team members are supported not only in their professional growth, but also in overcoming personal challenges. We are there for each other through struggles or successes, and the strength of our organization lies in this solidarity.
- INNOVATION: We're not looking to do the same old things better; we want to challenge the status quo and do new things in new ways.
- EMPOWERING: Learning and career development is an internal social mission, where members of YT should be supported to go on to do great things.

Interested candidates are invited to send their CV and cover letter to us [here](#).