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**JOB DESCRIPTION**

**POST:** Video Content Producer

**POST REF:** TBC

**SCHOOL/ DEPARTMENT:** Marketing and Communications

**GRADE:** 4

**REPORTING TO:** Marketing Manger

**MANAGEMENT RESPONSIBILITY:** N/A

**JOB PURPOSE:**

This role plays a key part in sharing York St John University’s story, research and offer to a wide variety of audiences through the filming, editing and production of high-quality video content. The role works as part of the marketing service for the University, providing professional video-making services that can be applied across the University’s digital media platforms. It provides advice and expertise on videoing and editing to staff across the University. The role will work within and develop the University’s corporate style guidelines, in addition to any specific guidelines for student recruitment campaigns, ensuring that all videos meet the needs of their intended audiences.

**DUTIES AND RESPONSIBILITIES:**

1. Work as part of the Marketing Team to create engaging promotional and corporate videos, to be used both on and offline, according to agreed specifications and to see jobs through from initial concept to editing and distribution.
2. Capture and produce videos that represent the full range of activities occurring at York St John University, utilising creativity, artistic and technical skills, sound professional judgement, resourcefulness and initiative.
3. Uphold the University’s style guidelines in line with the set brand values, through consultation with the Marketing Manager and Marketing Officers in addition to creating recruitment campaign-led and brand-led videos to a set style.
4. Perform all quality assurance and post-production functions making intelligent planning and editing decisions to ensure the high standard of the University’s video output is maintained.
5. Plan, co-ordinate and schedule multiple videoing projects with internal clients; face-to-face, by email and by phone. Serve as liaison for videoing projects with external companies as required.
6. Review and execute all video assignments utilising the full scope of technical skills and methods including the selection and application of appropriate cameras, lenses, lighting and audio-visual equipment necessary to produce high-quality videos to set guidelines.
7. Ability to work proactively alone on ad-hoc projects, being willing to approach subjects and work with them to capture material that supports and reinforces the University’s brand.
8. Awareness and proactive implementation of GDPR legislation and ensuring appropriate consent is recorded for any material captured in line with the University’s requirements.
9. Compose shots competently using appropriate filming techniques to achieve a professional video standard.
10. Responsibility for the management and maintenance of all videoing equipment, in addition to planning any hired equipment requirements, ensuring that the department has the relevant tools required to produce high-quality videos.
11. Prioritise workflow in order to complete work by agreed deadlines, alerting the Marketing Manager should internal capacity be reached.
12. Maintain a project database, cataloging and archiving videos in addition to responsibility for the uploading of projects to the University’s online media platforms and websites. Assisting with archival requests for use of the videos from teams within and outside of the University.
13. To maintain a digital skill set – including in contemporary digital practices such as animations, gifs and moving images.
14. To keep abreast of trends within the video sector, with particular focus on proactive awareness of youth trends.
15. Uphold a proactive approach to the development and maintenance of the University’s brand from a moving image perspective, with particular regard to design guidelines and their implementation.
16. Share expertise in videoing and editing with York St John University staff, training key teams in relevant techniques and promoting best practice principles.
17. To assist the directorate with certain events; including Open Days, Applicant Days and other corporate events as required.
18. To contribute to regular meetings within the Team, across the Department and the University – communicating effectively in a timely manner to manage projects.

Plus

* Any other duties as may reasonably be required.
* Ensure that the highest standards of professional performance are maintained.
* Promote equal opportunities in the work of the department to include a commitment to the International Strategy of the University.
* Ensure compliance with relevant legislation and statutory codes of practice, as advised.
* Participate in the arrangements for performance review.
* Ensure that professional skills are regularly updated through participation in training and development activities.
* Ensure all University policies are implemented within the remit of this post.

**HEALTH & SAFETY**

Under the Health & Safety at Work Act 1974, whilst at work, members of staff must take reasonable care for their own health and safety and that of any other person who may be affected by their acts or omissions.

*This is not a comprehensive definition of the post. Postholders are expected to undertake any work that comes with the remit of the post’s main objective. This job description will be kept under review and may be changed at any time subject to consultation with the postholder.*

**PERSON SPECIFICATION**

**POST TITLE:** Video Content Producer

**SCHOOL/ DEPARTMENT:** Marketing and Communications

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.

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| **REQUIREMENTS**The postholder must be able to demonstrate: | **ESSENTIAL (E)****DESIRABLE (D)** | **MEASURED BY:**A Application formI Interview T/P Test/Presentation |
| **EDUCATION/TRAINING***(Academic, vocational/professional and other training)* |
| Good standard of education | **E** | **A** |
| Competence in the use of Adobe Creative Cloud Suite, Premiere Pro and Microsoft Office | **E** | **A** |
| Competency in the creation of motion graphics software and designing on digital platforms | **D** | **A** |
| **KNOWLEDGE & EXPERIENCE***(e.g. report writing, office experience, Microsoft office)* |
| Relevant experience in a professional videography environment | **E** | **A/I** |
| Experience of working in an education setting | **D** | **A** |
| Experience of working with a wide range of external contacts, both internal and external | **E** | **A/I** |
| Experience of managing multiple projects within tight timescales | **E** | **A** |
| Experience of editing software and archiving practices | **E** | **A/I** |
| Experience of training others in the skills pertaining to videoing | **D** | **A** |
| Experience of using a PC for editing and archiving  | **D** | **A** |
| **SKILLS/ATTRIBUTES***(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)* |
| Excellent creative skills in visual design and storytelling | **E** | **A/I** |
| Excellent interpersonal and communication skills with an ability to communicate with people at all levels | **E** | **A** |
| Meticulous attention to detail and accuracy | **E** | **A** |
| Ability to organise complex workload and prioritise conflicting demands | **E** | **A/I** |
| Careful attention to detail in archiving work | **E** | **A** |
| Proactive in keeping abreast of trends in video-making, particularly pertaining to relevant core markets | **E** | **A/I** |
| **BEHAVIOURS**Behaviours will be tested at interview against the Contribution Framework (available on the recruitment web site under Our Culture & Values - Values & Principles) [www.yorksj.ac.uk/values-and-principles](http://www.yorksj.ac.uk/values-and-principles) |
| Leading myself and othersDelivering a great serviceTaking a professional approachWorking together as a team | **EEEE** | **III****I** |
| **SPECIAL FEATURES***(e.g. Travel, DBS)* |
| Flexible working – occasional unsocial hours and some work on weekends   |