

## Job Description

<b>Job title</b>	Video Content Producer
<b>School / department</b>	Marketing, Recruitment and Communications
<b>Grade</b>	5
<b>Line manager</b>	Digital Producer (Web)
<b>Responsible for</b>	Producing engaging video content for the University of West London's website and social media channels

### Main purpose of the job

This is an exciting opportunity to produce high quality video content for the University of West London's website, social media channels, and on-campus screens, with a focus on content promoting the university to prospective students.

Recent video content projects have included producing suites of videos about the university's student services, individual courses / degree programmes, and advice for prospective students.

The post-holder will have video editing skills and be able to produce video content in-house, as well as working with freelance staff and video production companies on high-volume video projects. Ability to propose creative approaches and manage production schedules are essential, along with strong communication skills and a good understanding of how video content is consumed online.

### Key areas of responsibility

- Work on video projects from inception through to delivery: proposing creative concepts and ideas, briefing, scheduling, quality assurance, online promotion and more.
- Work with third party video production companies to deliver video projects, providing clear briefs, managing contact with internal stakeholders, and giving oversight throughout.
- Self-shoot video content or work with freelance camera operators to acquire content for small-scale video projects. (Self-shooting for lower production quality content, such as testimonials for social media, would be expected.)
- Edit video content using Adobe Premier Pro or equivalent software.
- Produce documentation for video projects including treatments, scripts, production schedules, and call sheets.
- Manage the logistics of video production, including booking rooms / locations, co-ordinating presenters / extras, accompanying film crews on site, arranging access to facilities, and ensuring health and safety regulations are followed.

- Manage the university's vlog: recruit and oversee a team of student vloggers, manage the content and distribution plan, review material and edit or liaise with vlog editors, and quality assure vlog entries.
- Publish video content on YouTube and the university's website, giving attention to branding, captioning, and providing clear calls to action and next steps for viewers.
- Promote online video content via social media and other channels, using appropriate tools to monitor and evaluate reach and impact. Provide expertise on tailoring video to maximise engagement on different platforms.
- Keep up-to-date with the latest trends in online video consumption, particularly among young audiences (16 – 25), and other target audiences as needed, and develop video concepts based on this knowledge.
- Optimise video content for search engines.
- Apply best practice for meeting accessibility requirements for online video.
- Provide knowledge of copyright, licensing, and data protection requirements affecting video production and adhere to standards as necessary.
- Explore new opportunities for online video output, which may include greater use of livestreaming, Facebook live events, social media videos, and other options.
- Work with suppliers and / or internal staff to manage other creative projects, which could include production of infographics or photography.
- Edit images using Photoshop and take photographs for use on the website and social media.
- Use the university's content management system, image library, and other systems as required to store and publish content
- Work closely with stakeholders around the university to understand video production requirements, make recommendations, report progress and obtain feedback.
- Undertake other appropriate tasks commensurate with the grade as required by the Website Manager.

In addition to the above areas of responsibility the position maybe required to undertake any other reasonable duties relating to the broad scope of the position.

### **Dimensions / back ground information**

The Marketing, Recruitment and Communications Department plays a key role in promoting the University of West London as a higher education destination of choice with exceptional student satisfaction, high investment in facilities, and excellent opportunities to launch a successful career. The website, as most individuals' first window on the university, plays a key role in communicating these messages.

The University of West London is known as the 'career university', with 98% of students in employment or further study within 6 months of graduating. With career-focused courses, lots of placement opportunities and extensive real-world industry experience among our academic staff, we pride ourselves on offering a head start to a rewarding career.

Ealing, where this role is located, is a vibrant place to work, less than fifteen minutes' walk from the overground and three tube lines. Crossrail will make journeys to other parts of London even quicker from next year.

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications and/or membership of professional bodies</b>		A degree-level qualification.
<b>Knowledge and experience</b>	<p>Experience of working with third parties (freelance and/or production companies) to deliver video content</p> <p>Experience of producing video content for different audiences, taking account of their content and channel preferences.</p> <p>A good understanding of accessibility and Search Engine Optimisation for online video.</p> <p>Knowledge of data protection issues affecting video production.</p> <p>Experience of promoting online video across a range of channels and using reporting tools to monitor impact.</p>	<p>Experience of self-shooting video content.</p> <p>Experience of live-streaming and producing Facebook live events.</p> <p>Experience of updating content on public-facing websites including text and images</p> <p>Experience of working on creative projects such as infographics with colleagues / suppliers</p>
<b>Specific skills to the job</b>	<p>Video editing in Adobe Premier Pro or equivalent software</p> <p>Image processing in Adobe Photoshop or equivalent</p> <p>Uploading, optimising and captioning videos in YouTube and other social channels</p> <p>Managing logistics of video production, including scheduling and co-ordination</p> <p>Producing / editing scripts, creative treatments, and other video project documents</p>	<p>Video camera operation</p> <p>Using a content management system</p> <p>Photography skills</p>

<p><b>General skills</b></p>	<p>Strong oral and written communication skills, including the ability to establish close working relationships with a range of stakeholders and suppliers.</p> <p>Impressive organisational skills to manage the logistics of production, and an ability to work to deadlines.</p> <p>Self-motivated with the ability to work independently or with others.</p> <p>Attention to detail.</p>	
<p><b>Other</b></p>		
<p><b>Disclosure and Barring Scheme</b></p>	<p>This post does not require a DBS check</p>	
<p><b>Essential Criteria</b> are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p><b>Desirable Criteria</b> are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.</p>		