

### 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 Content Manager
<b>Responsible for</b>	Producing promotional videos for use on the UWL's digital channels and campaigns.

#### Main purpose of the job

This role is part of the eight-person digital team within the University of West London's marketing department. The marketing department includes professionals working on communications, events, student recruitment and advertising campaigns. The digital team is responsible for creating all promotional and branded video material for the University and maintaining a compelling online presence through our website (uwl.ac.uk) and YouTube channels.

As Video Content Producer you will be responsible for creating engaging video content for the University of West London's (UWL) digital channels and campaigns. You will manage the production process from start to finish: writing scripts, casting from a range of staff, students and actors, selecting and booking locations, filming (both in person and/or using external videographers) and editing, including post-production design elements.

You'll work closely with the wider Digital Team to scope and produce engaging videos for a range of audiences including prospective students, business partners, current students and academic researchers which will be distributed across UWL's paid and organic digital channels. Alongside your own filming, you'll work with a roster of external videographers to enhance our portfolio of video content.

You'll produce videos which are aligned with UWL's marketing campaigns, brand guidelines and digital content strategy and that are engaging to their target audience across channels.

#### Key areas of responsibility

- Manage the video production process from start to finish: conceptualising, coordinating, shooting and editing to final product delivery, ensuring that the outputs meet the brief's needs, deadlines, quality and budget.
- Work with the Digital Content Manager to write scripts and agree video messaging to meet the brief.
- Select and book locations on and off campus, including occasional travel between our sites in Ealing, Brentford, Reading and Oxford.
- Determine what equipment is required and understand what is needed for camera set-up, lighting and audio.
- Select and direct participants including senior management, academics, students and actors with confidence, sensitivity and clear creative vision.
- Shoot and edit footage including interviews, pieces to camera, engaging b-roll, and promotional videos for campaigns and events.
- Shoot and edit photography including portraits, groups, presentations and large events.
- Create shorts with designed brand graphics for engaging social media posts bespoke to each channel including – Instagram, TikTok, YouTube, LinkedIn etc. Producing multimedia assets (static graphics/audio/video/animation/gifs) for social media channels.
- Work with colleagues to ensure video content is supplied in the correct formats and on time to be effectively distributed through our organic and paid digital channels.

- Report on the success of content and take forward improvements based on the results.
- Work effectively as part of the wider Digital Team including making updates to the website as required (training will be given) and undertake other appropriate tasks commensurate with the grade as required.

Criteria	
<b>Qualifications</b>	Relevant degree in media production or film production or other related subject or equivalent practical on-the-job experience.
<b>Knowledge and experience</b>	<p>2+ years' experience of developing promotional video content for online distribution, working as part of a digital marketing or content development team.</p> <p>Experience in creating and editing graphics, video and animation including using Photoshop and Premier Pro. Knowledge of After Effects would be desirable.</p> <p>Excellent and proven knowledge of digital video production and camera skills with a thorough understanding of production, timeframes and technical delivery.</p> <p>A portfolio of videos that demonstrate original graphics, video, and animation in formats for a variety of channels that show a good understanding of branding and visual design.</p> <p>Strong script and copy writing skills and the ability to bring together copy and visuals to tell a story with clear messaging and calls to action that will engage and motivate audiences.</p>
<b>Specific skills to the job</b>	<p>Proficient in self-shooting and equipment set-up, including sound, lighting and direction of participants.</p> <p>Creative flair, originality, a strong visual sense and ability to translate objectives and audience insight from a brief into strong graphic, video and multimedia assets.</p> <p>Knowledge of filming and editing content to be used across different digital channels.</p> <p>Experience of working with external video agencies on video projects from conception to completion.</p>
<b>General skills</b>	<p>Proactive and positive attitude and a passion for creating the best possible creative products whether responding reactively or within planned timeframes.</p> <p>Strong communication and direction skills, bringing out the best from participants and stakeholders, both on camera and behind the scenes.</p> <p>Ability to consistently deliver to high standards with a strong editorial judgement and strong attention to detail.</p> <p>Be able to build strong working relationships within the team and with wider stakeholders alongside the ability to be self-motivated and work independently.</p> <p>Excellent organisational skills, including prioritising workload to meet deadlines, managing multiple projects and progress reporting.</p>