

Job Description

| | |
|---|---|
| Job title | Video Content Producer |
| School / department | Marketing, Recruitment and Communications |
| Grade | 5 |
| Line manager | Digital Content Manager |
| Responsible for (direct reports) | None |
| Date of creation or review | 18/02/2025 |

Main purpose of the job

As Video Content Producer you will be responsible for creating engaging video and will manage the production process from start to finish: advising on scripts and formats, 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 agree scripts and agree video format and messaging to meet the brief.
- Select and book locations. Filming is mainly based on our Ealing campus with 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

In addition to the above areas of responsibility the post-holder maybe required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / background information

This role is part of the 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 and creating videos for student messaging, events and campaigns.

Person Specification

| | Criteria | Essential or Desirable ¹ | Demonstrated ² | | |
|---|--|-------------------------------------|---------------------------|-----------|-----------------|
| | | | Application | Interview | Test / Exercise |
| Qualifications and/or membership of prof. bodies | Relevant degree in media production, film production or other related subject or equivalent practical on-the-job experience. | Essential | | | |
| Knowledge and experience | Significant experience of developing promotional video content for online distribution, working in-house as part of a digital marketing or content development team for a medium/large organisation or agency. | Essential | | | |
| | Excellent and proven knowledge of digital video production and camera skills with a thorough understanding of production, timeframes and technical delivery. | Essential | | | |
| | 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. | Essential | | | |
| | 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. | Essential | | | |
| | Proven ability to produce assets with a consistent brand identity. | Essential | | | |
| | Experience in creating and editing graphics, video and animation including using Photoshop and Premier Pro. | Essential | | | |
| | Knowledge of After Effects. | Desirable | | | |
| Specific skills to the job | Proficient in self-shooting and equipment set-up, including sound, lighting and direction of participants. | Essential | | | |

| | | | | | |
|-----------------------|--|-----------|--|--|--|
| | 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. | Essential | | | |
| | Knowledge of filming and editing content to be used across different digital channels. | Essential | | | |
| | Experience of working with external video agencies on video projects from conception to completion. | Essential | | | |
| General skills | Proactive and positive attitude and a passion for creating the best possible creative products whether responding reactively or within planned timeframes. | Essential | | | |
| | Strong communication and direction skills, bringing out the best from participants and stakeholders, both on camera and behind the scenes. | Essential | | | |
| | Ability to consistently deliver to high standards with a strong editorial judgement and strong attention to detail. | Essential | | | |
| | Be able to build strong working relationships within the team and with wider stakeholders alongside the ability to be self-motivated and work independently. | Essential | | | |
| | Excellent organisational skills, including prioritising workload to meet deadlines, managing multiple projects and progress reporting. | Essential | | | |
| Other | | | | | |
| | | | | | |
| | | | | | |

Disclosure and Barring Scheme Is a DBS Check required: DBS This post does not require a DBS check

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

¹**Essential Criteria** 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.

Desirable Criteria 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, to determine which applicants to shortlist.

²**Demonstration:** Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.