

# Job Description.



## Job Title

Video Producer

## Reports To

Senior Video Producer

## Objective

To push the capabilities and technology of video to deliver best in class video outputs, challenging the brief to get the best results for the client, collaborating with the wider creative studio to develop new concepts and ideas, and producing outstanding video content for a variety of platforms.

## Job Overview

As video producer you will be responsible for filming, editing and animating videos. You will work with the wider studio to create concepts and contribute towards the direction of video projects, and will attend photo and film shoots to produce high quality footage, whilst managing the camera and audio equipment.

## Responsibilities and Duties

- Creating and editing videos and animations to an excellent standard, using a variety of software including:
  - Adobe After Effects
  - Adobe Premiere Pro
  - Photoshop
- Photography and lighting photo shoots.
- Filming: On and offsite filming, indoor and outdoor, 'filming on the go', interview filming.
- Set up and operate production equipment including cameras, audio, video recorders, lighting equipment and microphones for location and studio production.
- Work closely with strategists and creative account managers to deliver creative and original ideas in response to the client brief.
- Developing interview questions and storyboards.
- Using Photoshop to retouch, create cut-outs, resize and saving files in the correct formats.
- Determine what camera equipment is necessary for each job and maintain the video kit.
- Accurately archive video assets. Create archiving standards for future use, including naming conventions and file size / type requirement.

## Deliverables Expected

- Production of videos and photographs to a high standard and professional execution.
- Delivery of work on time, and in line with the client's brief, branding and key messaging.

# Job Description.



## Qualifications and Expertise

- 3 years video production experience in a freelance or agency role
- Preferably, but not essentially qualified to degree level, ideally in a film production or animation related course
- A relevant qualification in video editing / videography
- Proven experience in video editing
- Experience in videography
- Experience producing corporate videos and animations
- Experience in working in an agency environment and with a creative studio

## Skills

- Knowledge and understanding of videography, photography and lighting
- Knowledge and understanding of filming techniques for different environments and settings
- The ability to edit video recordings to a very high standard in order to produce high quality material for clients
- High proficiency in using Apple Mac and relevant software, including:
  - Adobe After Effects
  - Adobe Premiere Pro
- Ability to manage multiple projects simultaneously, planning your schedule and meeting deadlines
- Delivery of content to social media platforms, including YouTube, Facebook, Twitter and Instagram
- Knowledge of using Photoshop and photo editing suites
- Experience in editing both long and short form video content
- Creative thinking, script writing, creative writing and storytelling
- Excellent time management and organisation skills

## Training Provided

Training will be provided through the 'University of Life' training and development programme.

## Scope for Progression

Potential for progression within the video team, to Middleweight Video Producer, Senior Video Producer, Head of Video