

# Video Producer Role Profile

Our vision is that **every student loves their time at Southampton**. We exist to:

- Help students find friendship groups;
- Support students to complete their degree programmes;
- Give students a voice in the University and wider community.

Your role in achieving this is described below.

## Main Purpose of Role:

- 1) **Plan the creation of engaging video content**
- 2) **Regularly film, edit and produce a range of video content**
- 3) **Support the delivery of marketing and communications campaigns**

**Responsible to:** Marketing Manager

**Grade:** Grade C

## Main Duties of the Role

### Plan the creation of engaging video content

- Develop a plan for delivering regular video content production
- Develop storyboards, scripts and interview questions independently or in conjunction with colleagues
- Coordinate availability of locations, students, colleagues and others for filming
- Ensure all necessary permissions, signage and, when relevant, risk assessments are in place prior to filming
- Keep updated with contemporary trends in filming techniques and standards
- Look for opportunities to improve and develop our video offering and advise on necessary equipment purchases
- Regularly review the performance of video content, create reports and instigate conversations within the team to ensure we are adapting our approach to ensure our videos are as effective as possible
- Develop and regularly review branding guidelines for video content

## Regularly film, edit and produce a range of video content

- Film a range of content using a variety of filmmaking techniques
- Edit and deliver finished video content in line with deadlines
- Ensure all footage is filmed and produced to a high standard and complies with brand guidelines
- Create a range of engaging video content to highlight our services, activities and members
- Work collaboratively with student media and external partners to deliver video content and livestreams
- Create new or utilise existing animated content and motion graphics into video editing
- Support the Marketing team with animated content for channels other than video.
- Use specialist skills in colour grading, motion graphics, video effects, audio editing and more to make our videos as polished, professional, consistent and engaging as possible in the time available
- Ensure videos are accessible by including subtitles, open or closed captions as appropriate to the platform

## Support the delivery of marketing and communications campaigns

- Lead and project manage on video heavy campaigns – attending campaign meetings as the MarComms representative, making creative decisions, communicating decisions to other members of the marketing team and reporting back to the Marketing Manager
- Research and implement new and creative uses for video content in campaigns
- Meet with departments to help them develop their ideas for video into something workable, well-structured and engaging that will resonate with students and complement existing campaigns and the over-arching marketing strategy
- Maintain an organised library of video content for use in campaigns
- Manage the SUSU YouTube account; uploading content, removing out of date content, monitoring comments, researching how to best utilize the channel and tailor our work to perform the best it can
- Provide support, training and advice to staff and members in the production of video content
- Assist with the delivery of Union promotional events and activities
- Provide fantastic service to our members during the delivery of marketing and communications campaigns
- Ensure equipment is maintained and secure on and off site

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- Maintain a relationship with relevant staff in University comms by providing them relevant footage for their videos on request

## **Contribute to the overall effectiveness of the Union by:**

- Developing and maintaining relationships with key internal and external stakeholders
- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departments Operational Plan
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of The University of Southampton Students' Union with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Completing such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of the post

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## Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

| KEY/QUALIFICATIONS/EXPERIENCE REQUIRED   | ESSENTIAL | DESIRABLE |
|--|-----------|-----------|
| Highly proficient in the use of Adobe Creative Suite including Adobe Premiere Pro, Photoshop, Illustrator and After Effects and other industry standard video software | X         |           |
| Competent with the Microsoft Office Suite  | X         |           |
| Proven ability to create video content using DSLR and professional cameras   | X         |           |
| Experience of taking and editing professional looking images   |           | X         |
| Experienced in use of social media for both live video production and content creation   |           | X         |
| Proficiency in image making and video production equipment including cameras, stabilisers and drones   | X         |           |
| Experience of digital storytelling and ability to write, produce, self-shoot and edit quality content.   | X         |           |
| Ability to follow a brief and able to support all team members and support the vision of others.   | X         |           |
| Experience of applying creative thinking, developing engaging, creative concepts and producing a range of video content for web and social media content               | X         |           |
| Able to deliver training to a varied audience with a range of experience in video production   |           | X         |
| Excellent verbal and written communication skills  | X         |           |
| A proactive self-starter, able to effectively get on with work individually and as part of a team.   | X         |           |
| Experience of working in a fast-paced marketing environment  |           | X         |
| Excellent time management skills, with the ability to balance deadlines and multitask  | X         | X         |
| Experience of managing projects  |           | X         |

## Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



### Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



### Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



### Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.