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| **Job Title** | Junior Video Producer |
| **School / Service** | External Relations Directorate |
| **Grade and Salary Range** | C grade, |
| **Location and Hybrid working status** | Based at Docklands campus, work will sometimes be required at Stratford campuses |
| **Reporting to** | Senior Video Producer |
| **Liaison with** | Head of Design, Social Media Manager, Head of Marketing and Marketing Executive, and other colleagues in External Relations, schools and services, external businesses, and stakeholders |
| **Contract type** | Permanent, full-time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**THE DEPARTMENT (EXTERNAL RELATIONS DIRECTORATE)**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of a number of teams, including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement, and the International Office. We are looking for team members who will be part of embedding an innovative practice to our External Relations Directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE**

Under the direction of the Senior Video Producer, deliver and produce university video content for our campaigns, communication plans and social media engagement tactics. The post holder will be working together with the Senior Video Producer and the Design and Digital Manager to deliver video assets required to showcase UEL’s brand, colleges, departments, courses, and all elements of student experience.

This is a crucial role in the External Relations Directorate, responsible for telling UEL’s story to the outside world in an honest, creative, and emotive way, ensuring that video content is engaging and has a strong narrative and a high-quality visual treatment.

**KEY DUTIES AND RESPONSIBILITIES**

* To originate, organise, and produce high-quality video content which attracts internal and external audiences to UEL platforms and enhances the university’s reputation and brand
* Working across channels such as Facebook, YouTube, Instagram, Snapchat, Twitter, TikTok, and our corporate website, and potentially other external media outlets, ensuring that all video content produced is appropriate for the audience, format, placement, and channel
* To develop video in response to stakeholders needs, as defined in briefs, campaign, and communication plans, as directed by the Senior Video Producer
* Coordinate the delivery of post-production treatments to ensure all video outputs remain consistent with UEL’s brand guidelines
* To deliver in-house videos to promote key UEL messages, externally and internally, including cooperation with external video production companies
* Overseeing production and editing of ‘in-house’ video content for UEL and managing relationships with external media companies
* Shooting and editing videos, devising creative solutions using video content to meet a range of communications challenges. Helping to manage content across social media channels to maximise impact of those outputs
* To produce digital content for the university website, intranet, plasma screens and, where appropriate, other channels, such as those directed specifically at prospective and current students
* As required, to work with the Social Media Manager, Digital and Content Manager and Officers to develop more engaging social media outputs which enhance the university’s brand and drive affiliate traffic to the website and other platforms
* Attend briefing meetings, taking responsibility for action points and follow up during the production process
* Create and manage all production paperwork, including risk assessments, student ambassador bookings, external and internal space bookings, etc
* Ensure all work produced is in keeping with the University of East London’s brand guidelines and accessibility standards
* Any other duties appropriate to the role, as required

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Experience of using digital cameras and/or DSLRs to film, digital editing and filming equipment and Content Management Systems to upload digital content
* Experience using programmes, including Premiere Pro, After Effects and Photoshop to produce professional video and motion assets
* Experience of editing multiple forms of longform and shortform video for different platforms in different aspect ratios
* Experience of using social media, SEO, and Content Management Systems to optimise traffic to the UEL website and other platforms
* The ability to build relationships across the organisation and externally, and to use networking skills to create opportunities to enhance UEL’s reputation and brand
* Good organisational and planning skills, with the ability to prioritise and meet tight and demanding deadlines

**COMPETENCIES REQUIRED**

* An excellent communicator who can liaise with clients, suggest ideas, and deliver a first-class product
* A self-starter who uses their imagination, creativity, and initiative to develop engaging content (primarily video) that meets the brief from the client or senior colleague
* Flexible and able to understand higher education’s internal and external communications needs
* Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines
* Willingness to work some long days, evenings, and weekends (with agreed time off in lieu)
* Driven to learn, acquire new skills and self-improvement/entrepreneurial
* Commitment to and understanding of widening participation in higher educations, as well as equality and diversity issues within a diverse and multicultural environment

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

* An undergraduate degree, or equivalent qualification, in Film or Television Production, or equivalent experience

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!