

## JOB DESCRIPTION

<b>Job title:</b>	Senior Video Producer
<b>Service:</b>	Design and Digital team
<b>Location:</b>	Based at the Docklands Campus but will sometimes need to work on both Docklands and Stratford campuses
<b>Grade:</b>	E
<b>Responsible to:</b>	Head of Design and Digital as part of the External Relations Directorate
<b>Liaison with:</b>	Marketing and Student Recruitment team, Communications & Engagement team, Print Services, IT Services, Academic Schools, Services, external agencies, suppliers and printers.

### THE INSTITUTION:

Following the appointment of Vice-Chancellor & President, Professor Amanda Broderick, the University has committed to a mission to advance Industry 4.0 careers and lives, where we expand mental wealth, create careers, build business and connect communities in East London and beyond through our global gateway. A transformational strategic route-map will be launched in early 2019 plotting our course to become the pioneering Careers-led University for a changing world, where the future of learning and work is advanced today and Potential is realised wherever and whenever it is found.

### JOB PURPOSE:

To plan, coordinate and manage production of all video content for UEL, incl. storyboarding, shooting, editing, post-production visual treatments and, in conjunction with the Marketing team, media placement across content engines and advertising channels. The post holder will be responsible for analysing all campaign plans and advising on video solutions to attract external audiences to UEL, build UEL's brand and reputation. This is a crucial role in the department of External Relations, responsible for telling the 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.

### MAIN 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,

- To develop video stories, content plan and story-boards, where necessary in response to stakeholders needs, as defined in briefs, campaign and communication plans,
- Steer and manage post-production treatments and rich-media additions to keep not only the content, but also post-production overlays in line with the UEL brand,
- To coordinate in-house and external production of videos to promote key UEL messages externally and internally, including sourcing external video production companies,
- As a multi-media and digital expert, the senior video producer will also be expected to help drive the broader development of our digital design capabilities including proposing and developing new media processes/tools to augment the design offer into and with video, web and other rich media solutions,
- Overseeing production and editing of 'in-house' video content for UEL and managing relationships with external media companies.
- Shooting and editing videos, interrogating briefs from across the organisation, devising creative solutions using video content to meet a range of communications challenges. Where needed, helping to manage content and maximise the impact of social media.
- 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,
- Manage workload, helping to identify where external resources might allow us to achieve more impact,
- As required, to work with Digital 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,
- Any other duties appropriate to the role, as required.

## PERSON SPECIFICATION

### EDUCATION QUALIFICATIONS AND ACHIEVEMENTS

#### Essential criteria:

- A BA Hons degree in Broadcast Journalism or Media Production, PR and/or Marketing from a professionally accredited course e.g. BJTC, NCTJ, CIPR **and/or** demonstrable relevant experience **(A/C)**

### KNOWLEDGE AND EXPERIENCE

#### Essential Criteria:

- Experience of using digital cameras and/or DSLRs to film, digital editing and filming equipment and Content Management Systems to upload digital content **(A/I)**
- Experience of using social media, SEO and Content Management Systems to optimise traffic to the UEL website and other platforms. **(A/I)**

### SKILLS AND ABILITIES

#### Essential Criteria

- An excellent communicator who can liaise with clients, suggest ideas and deliver a first-class product. **(A/I)**
- 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. **(A/I)**
- A self-starter who uses his or her imagination, creativity and initiative to develop engaging content (primarily video) that meets the brief from the client or senior colleague. **(A/I)**
- Flexible and able to understand higher education's internal and external communications needs. **(A/I)**
- Ability to remain calm under pressure, operate in a crisis and deliver to very tight deadlines. **(A/I)**

### PERSONAL ATTRIBUTES AND QUALITIES

#### Essential Criteria:

- Excellent organisational and planning skills with the ability to prioritise and meet tight and demanding deadlines **(A/I)**
- Driven to learn, acquire new skills and self-improvement/entrepreneurial **(A/I)**
- Commitment to and understanding of widening participation in higher education as well as equality and diversity issues within a diverse and multicultural environment. **(I)**
- Willingness to work some long days, evenings and weekends (with agreed time off in lieu) **(I)**

#### Criteria tested by Key:

A = Application form

C = Certification

I = Interview

P = Presentation

R = Research papers

T = Test