



**Job Title:** Visual Content Producer

**Grade:** 5

**Salary:** £26,038 to £30,505 per annum, pro-rata if part-time

**Department:** Marketing, External Relations

**Hours/Contract:** Full time or job share, Permanent

**Job Family:** Management and Administration

**Reference:** 10772

## Role Purpose

Working within the creative team and reporting into the Senior Videographer, this role will develop and support with ensuring student recruitment, reputation, research stories and activity generated by the University are creatively and innovatively demonstrated and conveyed through the delivery of highly engaging video content, suitable for all digital channels.

## Main Duties and Responsibilities

### Creative content video production:

- Creatively interpret content briefs, develop concepts and storyboards and create innovative solutions.
- Develop storyboards for the video production and work collaboratively on script writing
- Carry out risk assessments for video production projects
- Use specialist equipment to capture video and audio recording to the highest professional standards
- Set, monitor and develop technical standards for content production, design and develop graphics, oversee music and stock images, and manage copyright licensing.
- Working within the team to plan and prioritise production of work.
- Edit material and liaise with colleagues for sign-off to produce final versions
- Ensure all work is brand compliant

### Video distribution and management:

- Upload content to the relevant channels and supply in the relevant formats
- Provide advice on the best format to suit the channel
- Adhere to legal and University guidelines to ensure all video content is compliant, accessible and legal before publishing, e.g. copyright

### Service and Engagement:

- Undertake video production work at internal and external events, for example at graduation and open days
- Advise and support staff and external crews when external producers film onsite
- Support the wider marketing team on the delivery of activity as required





- Stay abreast of the latest video production techniques

### Internal and External Relationships

#### Internal

- Work closely with colleagues in the marketing and communications teams to develop high quality video content
- Liaise with colleagues to develop content ideas, proposals, plans and delivery as part of the project development process
- Participate as a member of project teams and groups as required to ensure the interests of the division are appropriately represented and good practice is shared.

#### Externally

- Liaise with communications professionals in partner organisations to gain approval for video content

### Planning and Organising

- Organise and co-ordinate logistical arrangements for a video shoot with all relevant colleagues involved.
- Be responsive to last minute requests for video production.
- Work with colleagues to develop engaging video scripts.
- Manage and prioritise workload to ensure operational efficiency, and adjust priorities as needed, to support tight deadlines for example news stories.

### Qualifications, Knowledge and Experience

#### Essential

- Experience creating, editing and delivering video to a brief.
- Experience producing video production projects from initiation to evaluation.\*
- Proficient in Premier Pro and After Effects.\*
- Experience of using Adobe Creative Cloud, and the industry standard methods to manage and deliver/publish content, including video and multimedia assets.\*
- Knowledge of camera operation, sound recording and video editing on different platforms.\*
- Camera operating and audio recording skills, able to produce high quality content.
- Experience of managing photography/filming for marketing and communications purposes.

#### Desirable

- Degree or equivalent experience.
- Experience of working in a higher education environment.





Skills, Abilities and Competencies

**Essential**

- Proven ability to interpret complex messages for a variety of audiences/channels.
- Demonstrable accuracy and attention to detail.
- Proven ability to produce multimedia content.
- Understanding of video production processes.
- Demonstrable ability to act on own initiative and meet deadline.
- Ability to set up 3 point lighting for professional looking interviews.
- Organised and motivated, working well both individually and within a team environment.
- Proven ability to prioritise tasks and have excellent time management skills.
- High level of discretion over sensitive and confidential issues.

**Desirable**

- Proficient in use of keyword research tools

**\*Criteria to be used in shortlisting candidates for interview**

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our





work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equity support our efforts to attract a diverse range of high-quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equity, diversity and inclusion.

