

Job Profile

Job Title: Video Producer

Reports To: Senior Content Manager (Communications Development Manager)

Overall Role Purpose

The Video Producer - helps people with sight loss to live the life they choose by creating highly engaging, on brand video for internal and external audiences. The role will work with colleagues across multiple teams to ensure all video content is positioned for success, providing advice and support to other teams that are making video.

The Video Producer role involves production and postproduction, camera operating and editing. It will also include managing third-party suppliers on appropriate projects, ensuring all video is of the highest quality and on brand. It will include helping to manage a roster of external videographers (in conjunction with the other Video Producers) and helping create and maintain videography guidelines and a footage repository.

Key Responsibilities

- Plan, manage and create in-house video content in response to briefs, as well as identifying and creating new opportunities yourself.
- Be one of the Content Team's key contacts and in-house 'experts' for video production and provide advice and support to video creating teams. Work with colleagues across multiple teams to ensure all video content is positioned for success.
- Brief external production and media agencies in the production of video content - ensure quality work is delivered, within the defined schedule and at a competitive cost.
- Ensure that all Guide Dogs video content is accessible, on brand and of the highest quality.

Person Specification

Education/Qualifications

Essential

- Relevant professional qualification or equivalent experience.
- Management qualification or equivalent experience.

Desirable

- Degree level relating to video production or equivalent experience (QCF level 6 / SQCF levels 9-10).

Job-Related Experience

Essential

- Experience in the production and post production of video content of the highest quality - either, in-house, freelance or for an agency.
- Significant experience working with a broad range of stakeholders and managing and delivering multiple projects simultaneously.

Knowledge

Essential

- Understanding of strategic use of social media, and hands-on experience of at least one social channel.

Desirable

- Knowledge of the Third Sector.

Skills and Competencies

Essential

- Demonstrates the ability to create highly engaging video that moves people to action.
- Proven organisational skills, able to maintain a number of projects simultaneously.
- Demonstrates excellent interpersonal and communication skills.
- Good written skills.