

## JOB SUMMARY AND PERSON SPECIFICATION

**Job Title:** Videographer & Photographer

**Reports to:** Content Manager

**Based at:** Remote worker, able to travel UK wide.

<b>Job Purpose</b>	Create and edit engaging and inspirational visual content (video and photo) for supporters, the Armed Forces Community and colleagues to drive action.
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>Support the Senior Videographer to create and edit internal and externally facing engaging video and images that drive our organisations aims.</li> <li>Manage edits to existing raw footage and video, creating content specifically across multiple channels. Creating captions and video graphics within our brand style guide.</li> <li>Manage our Digital Asset Management platform to ensure image and footage stored and managed correctly, is high quality and aligns with our brand strategy.</li> </ul>
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li><b>Create and edit</b> video content and imagery to support the Charity's mission, brand, marketing and communications strategy.</li> <li><b>Respond to marketing briefs</b> with creative ideas that support the wider digital content mix.</li> <li><b>Bring ideas to life</b> with imagination and to the highest production standards across different platforms, especially across social media, YouTube and web.</li> <li><b>Produce video communications</b> that will vary from small ideas to more complex campaign content. These communications will often form part of wider campaigns/strategies.</li> <li><b>Storyboard, script and direct shoots.</b> Be able to work autonomously where necessary and coordinate all elements of the production.</li> <li><b>Use your excellent technical skills</b> and be willing to learn, evaluate and improve campaign by campaign.</li> <li><b>Catalogue</b> our imagery and film assets on our Digital Asset Management tool</li> <li><b>Shoot</b> at various locations across the UK</li> <li><b>Keep abreast of user insights</b> and community engagement to ensure you know your audience and can deliver effective messages and content.</li> <li>Undertake any additional project work as required</li> </ul>
<b>Essential Qualifications</b>	Bachelor's Degree preferred in Film/Video/Media related field. Minimum of 2 - 3 years' experience working in videography and video editing.
<b>Essential Knowledge, Skills &amp; Experience</b>	<ul style="list-style-type: none"> <li>Minimum of 2-3 years' experience working in videography and video editing</li> <li>Proficiency with video and audio editing platforms. Ideally Adobe Creative Cloud (including Premiere Pro, After Effects, Photoshop), Final Cut Pro, Final Cut Pro X or preferred programme.</li> <li>Proficiency in videography and camera operations, storyboarding,</li> </ul>



	<p>scriptwriting, producing and directing, narration, working with actors and lighting</p> <ul style="list-style-type: none"> <li>• Still photography experience</li> <li>• Visual effects, compositing and motion graphics and animation experience</li> <li>• Intermediate level experience with MS Office Suite (Word, Excel &amp; PowerPoint)</li> <li>• Willingness and ability to travel nationally for filming (travel is less than 25%)</li> <li>• Ability to work in group settings while meeting tight deadlines for multiple stakeholders at all levels in the organisation</li> <li>• Organisational skills and attention to detail.</li> <li>• Proficient on Mac &amp; PC</li> <li>• Prioritise your workload, manage your time effectively and meet deadlines.</li> <li>• Work in a fast-paced, deadline oriented environment and switch between projects rapidly.</li> </ul>
<b>Desirable Knowledge, Skills &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience of a non-profits, charity or educational environment</li> </ul>
<b>Key Competencies &amp; Behaviours</b>	<p>This role will suit a talented, passionate Videographer with at least 2 years' experience.</p> <p>Experienced in all areas of Videography from conception to creation, and be able to storyboard, self-shoot, produce, direct and create films. You'll need to be able to switch between projects quickly, take direction well and work well as part of a fast-paced team.</p> <ul style="list-style-type: none"> <li>• Confident and polite manner</li> <li>• Ability to build rapport quickly and to understand needs and expectations</li> <li>• Positive, empathetic, patient, polite and friendly manner</li> <li>• Ability to remain calm under pressure</li> <li>• Displays the highest levels of integrity, confidentiality and commitment</li> <li>• Respond quickly to changing demands and demonstrate strong skills in prioritisation and time management</li> <li>• Ability to work within a range of environments and working cultures, adapting personal style accordingly</li> <li>• Lead and drive work forward with minimal direction</li> <li>• Analyse information quickly and communicate in a concise and articulate manner</li> <li>• Well organised with the ability to prioritise</li> <li>• Attention to detail in all aspects of work</li> <li>• Demonstrates an ability to work as part of a team and be a flexible team player</li> <li>• Demonstrates self-motivation</li> <li>• Flexible re. hours of work</li> </ul>



PRINT NAME:

SIGNED: