

It is important to note that this job description is a guide to the work you will be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

**Video Production Coordinator
EHA1957-1120**

Reporting to: Senior Digital Content Manager

Accountable to: Head of Recruitment Marketing

The Post

The successful candidate will be responsible for the development, growth, curation and management of Edge Hill's video assets. This will include all aspects of overseeing video content creation, delivery, archiving, storage and distribution.

The post holder will have a good understanding and knowledge of what makes compelling visual content, and how this can be utilised in marketing and recruitment within the Higher Education sector. They will be confident performing day-to-day tasks that involve an in-depth level of organisation and attention to detail and have produced both short and long form branded video content and be able to turn projects around quickly and efficiently.

The post holder will regularly benchmark our style of video content against the market and look for ways to lead the field within, and outside of, the sector.

Duties and Responsibilities

The post holder will be expected to complete work in the following areas:

Planning and organisation

1. Manage the video production process, from storyboarding ideas and production planning to managing budgets and post production timescales and requirements including running a detailed and comprehensive planning schedule.
2. Build and develop a strong external network of agencies and freelancers with awareness of market prices and the ability to negotiate.
3. Coordinate internal and external resources and locations required for filming and liaise with various departments within the university to ensure a smooth production process.

4. Recruit, brief and coordinate subjects of videos, including students, academic and support staff and external stakeholders.

Administration

5. Ownership and development of the video content library consisting of existing assets, including stock footage, and managing the process to keep video content up to date and relevant.
6. Provide clear briefings for agencies, freelancers or staff to produce video content which utilises the brand guidelines and ensures a consistent tone and appearance of assets.
7. Manage production budgets and keep production process on track.

Monitoring and reporting

8. Develop the video content strategy and distribution with the Senior Digital Content Manager and Head of Marketing based on industry trends, user data and brand messaging.
9. Drive continual improvements based on feedback and actively seek and act on various forms of evaluation, producing and presenting evaluation reports to colleagues, decision makers and academic staff where relevant.
10. Ensure innovation and development - bringing fresh thinking and new ideas/approaches to the University.
11. Plan, schedule and manage own workload demonstrating independence and judgement and setting targets to ensure delivery meets with institutional deadlines.
12. Maintain Edge Hill University's brand guidelines and quality standards.
13. Carry out relevant research and evaluation of video, both in the sector and elsewhere.
14. Ensure high attention to detail, visual quality and accuracy.
15. Lead the development and enhancement of procedures and systems to ensure efficient and effective video production.
16. Have responsibility for ensuring the relevant legislation is complied with, including GDPR, copyright and Web Content Accessibility Guidelines 2.1.

Creativity

17. To develop and produce short form video and innovative, engaging video content for social media.
18. Be confident in taking a new approach to tasks and unafraid to challenge existing ways of thinking.

19. Drive the creation of the highest quality original creative video content and narratives and have experience in working with video publishing platforms such as YouTube

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- c) Undertake appropriate training and development as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent customer care when dealing with all customers

Salary: Grade 5, points 19 - 22
£24,029 - £26,243 per annum

Hours: Full time - 36.25 hours per week

Candidates should note that they will be shortlisted based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification form attached.

PERSON SPECIFICATION

Video Production Coordinator
EHA1957-1120

CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/T/P)
Qualifications				
1.	A first degree or equivalent	*		A
2.	A professional qualification, e.g. in marketing or relevant workplace training within the video production environment		*	A
Experience and Knowledge				
3.	Experience of managing the video production process, from initial planning through to final budget and production reports	*		I, S, T
4.	Experience of defining, managing and developing numerous projects, including several production jobs at the same time	*		I, S
5.	Experience of working in a complex organisation	*		I, S
6.	Experience of working in, or with, the Higher Education sector		*	A
7.	An understanding of how to drive traffic and engagement using video content	*		I, S
8.	Knowledge of storing and archiving video content, and structuring elements for ease of use and reuse	*		I, S
9.	Knowledge of basic filming and editing techniques, and relevant software to produce marketing and social media content	*		I, S, T
10.	Knowledge and understanding of relevant legislation, including the Web Content Accessibility Guidelines 2.1, GDPR and copyright law.	*		S

11.	Knowledge and understanding of health and safety issues around filming and content production and have a working knowledge of release and consent forms, risk assessment and music licencing.	*		S
Abilities/Skills				
12.	A passion for video and the desire to move forward video content at Edge Hill University	*		I
13.	Ability to interpret complex technical/academic information, incorporating accurate detail into video that can be understood by a general audience	*		I, S, T
14.	Ability to keep up to date with sector trends in video use and style and sharing this knowledge with colleagues and decision makers within the university.	*		I, S
15.	Excellent communication skills both oral and written, including negotiation and assertive communication with a range of individuals	*		I,
16.	Excellent project management skills and interpersonal skills. An enthusiastic, organised, tenacious and personable team player.	*		I, S

***Method of Assessment**

(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)

Please note that applications will be assessed against the Person Specification using these criteria.