

Job description

Video producer

August 2019

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

The Marketing Content team based in Brighton, UK produce multimedia marketing materials for INTO's global network of university partner joint ventures, and the internal Global Recruitment Unit (GRU). It works closely with the Digital Marketing team and other functions to create engaging, on brand content with the aim of driving new student enrolments (NSEs).

Reporting line

The role reports to the Senior Video Producer.

Job purpose

The Video Producer is responsible for the creation of a variety of multimedia and video marketing assets. The purpose of the role is to support the recruitment of international students to INTO Centres within the UK and USA. It will involve some travel and is responsible for supporting the video production process from planning to post-production.

Key accountabilities and duties

Role and responsibilities

- Edit existing and new video footage into creative, engaging, high quality, market-appropriate video outputs for different channels

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- Liaise with marketing colleagues in Centres to arrange production visits in line with the global video strategy
- Support pre-production activity and assist with organising shoots
- Organise and conduct interviews with current, progressing, and alumni students.
- Travel to video shoot locations as required, gather footage, and support the technical elements of the shoot

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> Right to work in the UK 	
Education/ qualifications	<ul style="list-style-type: none"> Undergraduate degree or equivalent in film and media production or related subject. English language proficiency to native standard 	<ul style="list-style-type: none"> Post-graduate degree or equivalent in video production, marketing, media or related subject.
Experience/skills	<ul style="list-style-type: none"> 1-2+ years of experience working in video production Excellent video editing capabilities using Adobe Premiere Pro CC Proven abilities in creating motion graphics using Adobe After Effects CC Good technical knowledge of colour grading, video formats and codecs Professional filming skills using DSLR or comparable cameras, great understanding of how to utilise light and composition to tell a story Understand how to use media and video content on social media platforms Excellent communication and interpersonal skills Highly organised, strong initiative and ability to work independently to get things done efficiently and within tight deadlines Manage and handle different projects at the same time, able to work under tight deadlines Works well independent as well as part of a team Ability to be assertive, and provide constructive feedback when necessary Ability to work well under pressure and be adaptable to change. Experience working to brand guidelines in a video production role 	<ul style="list-style-type: none"> Familiar with the needs and expectations of international students choosing to study overseas Awareness of developments and trends in international HE. Second language additional bonus (ideally Chinese Mandarin, Cantonese or Arabic)
Personal attributes	<ul style="list-style-type: none"> Good storyteller Keen interest in social media A love for filmmaking and passion for video production Pro-active and creative in how to convey messages that appeal to international students Attention to detail 	