JOB DESCRIPTION

| **TITLE** | MARKETING VIDEOGRAPHER  |
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| **Reports To:**  | [INSERT TITLE] |

**Job Summary**

The Marketing Videographer is responsible for pairing their in-depth understanding of social media and digital marketing science with our media production to create illustrious and engaging campaigns that give our brand lasting impressions. To do this, the Marketing Videographer will plan, shoot, produce, edit and present video content to support marketing goals and objectives.

This position will strengthen [Organization Name]'s brand and the emotional attachment between the company and its various audiences. The Marketing Videographer focuses on planning and creating content for the company’s social media and advertising channels using state of the art technology.

**Key Responsibilities**

Key responsibilities include, but are not limited to:

* Independently running a production department, including scheduling, script writing/storyboarding, shooting, sound recording, editing, and uploading for multiple digital platforms.
* Participating in conceptualizing and planning project sessions for social media and advertising initiatives.
* Filming and editing landscapes, products, processes and people for use on social media and in advertising/marketing.
* Assisting other departments with the technical coordination of footage.
* Sourcing locations, backdrops, persons, etc. to set up shoots.
* Providing creative direction to stay on brand and mentoring outside vendors as required.
* Evolving the quality of, and adapting, content based on analytics and discussions.
* Following modern media production standards, trends, and styles for traditional fronts and social media.
* Adapting to different lighting and environmental conditions. Should be able to light indoor/outdoor environments for cinematic and other looks.
* Understanding and incorporating client facing and internal perspectives business value and marketing philosophy into production.
* Other duties as assigned.

**Skills and Abilities**

* Passion for media production; keeps on top of industry trends.
* Expertise with camera, lighting and sound equipment.
* Outstanding computer literacy and expertise in editing software.
* Physically fit and able to work long hours as required.
* Strong analytical, problem-solving, and decision-making skills.
* Can work independently on multiple tasks and collaboratively within a project team.
* Excellent time and project management skills and the ability to manage several video projects at once.
* Outside the box thinker.
* Able to work in a dynamic environment, be flexible and think quickly.
* Able to effectively prioritize and manage requests and meet tight deadlines.
* Enjoys coaching and mentoring and delivering world-class customer service.

**Knowledge and Experience**

* Bachelor's Degree or Diploma in Photography/Video/Film and/or related field.
* Minimum of X years experience in digital studio videography within a commercial setting required.
* A strong commercial videography portfolio that demonstrates creativity and expertise in setup, shooting techniques, lighting, composition, colour quality, editing aesthetics, sound production, multimedia and software tools.
* Expert knowledge of Adobe Photoshop for retouching and colour management.
* Expert knowledge of Adobe Premiere Pro and/or other video editing tools.
* Proficient on both Macintosh (OSX) and PC computing platforms.

**Working Conditions**

* Need to be bondable?
* Must pass a criminal record and security check?
* Shift and hours of work?
* Remote/Onsite/Hybrid?
* Covid Protocols?
* Ergonomics (computer/sitting/standing/walking/stair climbing/bending/lifting/etc.)?
* Physical Conditions of the workplace? (work area and setup, temp, lighting, etc.)
* Travel?
* Must have their own transportation and valid driver's licence?
* Fast paced environment with frequent interruptions?
* Tight deadlines and dynamic priorities?