



## Job Description & Person Specification

<b>Post title:</b> Graduate Video Coordinator	<b>Post No:</b>
<b>School or Department:</b> Communications, Admissions, Marketing and Student Recruitment (CAMS)	<b>Date created:</b> February 2021
<b>Grade:</b> £23,500p/a (Grade E)	<b>Hours per week:</b> 37
<b>Fixed term end date</b> (if applicable): September 2022	
<b>Other requirements of the role:</b>	
<b>Immediate line manager:</b> Rich Media Manager	
<b>Title &amp; Grade of posts line managed by postholder:</b> NA	

### Job purpose:

Working as part of the Rich Media team within the Creative Services team, you will be responsible for creating NTU's in-house video and to support teams within the CAMS department.

Creative and energetic, you will be responsible for helping coordinate the effective delivery of organisational video projects in-line with the NTU brand and key student messaging. Working to brief you will typically support the development and implementation of project outcomes to meet specific University needs; working within a project team and with key stakeholders.

**Principal duties and responsibilities:** The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:

Creation of video content to drive student recruitment:

- Coordinate, organise, film and produce video content in answer to brief and adhering to brand guidelines and consumer law.
- Independently respond to stakeholder and clients' filming requirements.
- Edit, finish video and repurpose content to a high standard.
- Re-editing existing footage to meet briefs received.
- Creating motion graphic animation and GIFs. (for e.g.: Using After Effects)
- Creating subtitles.
- Receive, interpret, challenge and respond to video production briefs and agree objectives and key messages with clear outcomes.
- Develop projects including, scripting, filming plan, identifying locations etc.
- Ensure that any problems are identified at the earliest opportunity and that solutions are identified and implemented. If necessary, escalate issues to the project manager as appropriate to obtain the support needed to resolve the identified issues.

Ensure the Rich Media Team video operation performs effectively:

- Uploading of content to our video hosting platform Wistia.
- Uploading for and maintaining our YouTube channel.
- Securing permission to film from individuals and locations, record keeping.
- Organising and structuring effective electronic records of the status of each project.
- Care and maintenance of camera equipment and suggesting new equipment if needed to meet the needs of the business.
- Responsibility for the video archive system.
- General administration duties.

- Ensure efficient electronic storage of clips so that the archive can be accessed.

Collaborating and communicating with project team members:

- Participate in appropriate internal project team communication mechanisms including regular Project Team meetings
- Communicate ideas for improving University processes with a positive and constructive attitude, and for developing this attitude with others.

Representing the function to the wider University and NTU externally on matters relating to the role:

- Establishes confidence and respect for the function, arising project work and personally for the Graduate.
- Acts as a positive ambassador and advocate of the Graduate Development Programme.
- Undertakes additional required work, tasks, projects and development opportunities alongside the Graduate role in conjunction with other Graduates participating in the Development Programme.

**This position is only open to Graduates of Nottingham Trent University with a degree of 2:1 or above, who have graduated within the last 2 years.**

**N.B.**

The post holder will be required to support the delivery of events which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

The post holder will be required to support the delivery of Marketing campaigns and activity which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) telephone campaigns, recruitment activity, recruitment fairs.

The post holder may be required to be available on-call to cover specified out of hours duties or in an emergency situation.

The post-holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.

## Personal Attributes

Attributes	Essential	Desirable
<b>Knowledge</b>	Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products and other digital/social platforms	Understanding of current marketing theory and practice
<b>Skills</b>	<p>Excellent communication skills (both verbal and written) at all levels</p> <p>Ability to edit video using Adobe Premiere to a professional broadcast standard with familiarisation of the Adobe CC suite</p> <p>Meeting stakeholder/client expectations through excellent customer focus and a solution driven approach</p> <p>Able to work effectively as a team member with a willingness to roll up sleeves and deliver hands-on help as part of a team</p> <p>Strong organisational skills with a great attention to detail</p> <p>Demonstrate initiative and enthusiasm, and the ability to successfully multi-task</p> <p>Ability to prioritise workload, exercise judgment, and meet set deadlines</p> <p>Ability to network effectively and work collaboratively with other staff within post department and University-wide</p>	Ability to work proactively without supervision, exercising judgement and initiative as necessary.
<b>Experience</b>	<p>Experience of a range of digital video cameras with awareness of the need for accurate focus, composition, white balance, correct sound levels, etc.</p> <p>Working independently and within a team and dealing with unforeseen issues in ever changing circumstances</p> <p>Use a solutions-driven approach when dealing with unforeseen circumstances</p> <p>Experience of managing a diverse workload</p>	<p>Communicating with professional and managerial staff</p> <p>Experience of planning and organising events: meetings, conferences or seminars</p>
<b>Qualifications</b>	NTU Graduate degree of 2:1 or above within the last two years	NA

## Competencies

Essential Competencies	Desirable Competencies
<p><b>Team Working: (Level 2)</b> Leads aspects of team work, seeking and implementing improvements to the team's outputs/service and developing colleagues within the team. Challenges colleagues.</p> <p><b>Customer Focus: (Level 2)</b> Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction.</p> <p><b>Creativity and innovation (Level 1)</b> Seeks out, reviews and integrates new ways of working into role</p> <p><b>Communicating and Influencing (Level 2)</b> Communicates information effectively to a wide range of diverse stakeholders, influencing events.</p> <p><b>Organisation and Delivery (Level 2)</b> Plans time taking account of organisational priorities and other colleagues' work roles to achieve results.</p>	<p><b>Adaptability (Level 1)</b> Willingly takes on new tasks/adopts new approaches as required as appropriate to job role. Participates in appraisal process and takes responsibility for keeping professional skills and knowledge up to date.</p> <p><b>Making informed decisions (Level 2)</b> Uses analysis, reports and data to test the validity of options and assess the risk before taking decisions. Ensures optimum decisions are taken.</p>

[N.B All competencies should be drawn from the NTU Competency Framework which can be found [here](#)]

**Job Description and Person Specification created by (post title): Rich Media Manager**

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