

Job Description

Post title: Graduate Video Assistant	Post No:
Organisation Unit: Communications, Admissions, Marketing and Student Recruitment (CAMS)	Date compiled: Dec 2019
Salary: £23,500 p.a.	Hours per week: 37 Weeks per year: 52
If fixed term, state duration: From September 2020 to September 2021	
Immediate line manager: Multimedia Producer Designation and grade of any staff supervised by the post holder: Not applicable. Job purpose: Working as part of the Multimedia and 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: Creation of video content to drive student recruitment: <ul style="list-style-type: none"> • 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 each project including, scripting, filming plan, identifying locations etc. • Analyse potential risks and opportunities to ensure effective delivery of activities • 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 Developing video as a marketing tool for NTU: <ul style="list-style-type: none"> • Identifying and planning video content opportunities – sharing ideas and new ways of working with the team • Pro-active Competitor Monitoring – identifying key trends in both consumption and production, not only by other universities but those who market to our target audiences. • To follow current trends in both video and video content on social media channels. • Work with the Press and PR team, and wider teams, to create social media content and advise on video best practice for social channels including Facebook Live, live streaming, Instagram stories etc. 	

Ensure the Multimedia 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 department to the wider university and NTU externally on matters relating to the role:

- Establishes confidence and respect for the overall department function, the role's project work and personally
- Acts as a positive ambassador and advocate of the Graduate Development Programme
- Undertakes additional required work, tasks, project and development opportunities alongside your 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.

Special requirements:

All staff are expected to comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties.

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.

Job description drawn up by	Ronnie McDonald	Dec 2019
Approved for department by	Human Resources	Dec 2019
http://www.ntu.ac.uk/humanresources/		

