

Production Park		Person Specification	
Post Title: Videographer / Photographer		Reference: BSA2021-02	
Area of Work: The Production Park Group including Backstage Academy, Production Park Studios and XPLOR			
Attributes	Essential	Desirable	Assessed at Application (A) or Interview (I)
Knowledge			
Fluent in industry-standard software such as Adobe Photoshop, Premiere Pro and After Effects	X		(A, I)
Proficient on Cinema 4D		X	(A, I)
Understanding of lighting and sound recording requirements for filming in a variety of different locations/scenarios including microphone choice and lighting techniques	X		(A, I)
Understanding of the higher education (HE) student recruitment process and associated communication pipelines		X	(A, I)
Awareness & understanding of issues relating to design.	X		(A, I)
Understanding of the creative industries	X		(A, I)
IT Literate (MS Office, emails, internet & social media use)	X		(A, I)
Organisational and personal skills			
Excellent media management skills to ensure all captured and edited content is organised, archived and easily obtainable	X		(A, I)
Camera skills using an extensive range of technical equipment including lenses, lighting and gimbals	X		(A, I)
Ability to work autonomously (with direction)	X		(A, I)
Exceptional eye for detail	X		(A, I)
A friendly professional manner and appearance	X		(A, I)
Proactive approach to problem solving.	X		(A, I)

Self-motivated, ambitious and results orientated with an ability to thrive under pressure	X		(A, I)
Strong interpersonal skills and experience of dealing directly with a wide variety of people.	X		(A, I)
Flexible approach to working, excellent time management skills.	X		(A, I)
Ability to work independently, as well as in a team.	X		(A, I)
Positive attitude and an eagerness to learn	X		(A, I)
Considerable personal initiative, professional approach and judgement in interpreting course of action and setting priorities	X		(A, I)
Ability to provide leadership in the area of logistical and administrative support.	X		(A, I)
Demonstrable commitment to developing new skills and personal professional development	X		(A, I)
Qualifications			
Educated to degree level in a design/creative subject area		X	A
Full driving licence	X		A
Drone licence		X	A
Experience			
Provable experience of producing engaging video content.	X		(A, I)
Provable experience of creating video content in multiple formats for advertising campaigns		X	(A, I)
Provable experience of creating video content for social media	X		(A, I)
Provable experience of capturing content at a live event		X	(A, I)
Provable experience of creating and inserting static and motion graphics	X		(A, I)
Provable experience of animation		X	(A, I)
Significant experience of creating content for higher education		X	(A, I)
Experience of filming using drones		X	(A, I)
Experience with the Adobe Creative Suite	X		(A, I)

This is a description of the role requirements as it is presently constituted. It is the Academy's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary, update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the role-holder.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.