

Production Park	Job Description
POST TITLE: Videographer / Photographer (1 FTE)	REFERENCE: PP2021-1910
AREA OF WORK: The Production Park Group including Production Park, Backstage Academy, Production Park Studios and XPLOR	DATE COMPILED: October 2021
SALARY RANGE: £24,000 to £30,000 (Dependant on experience)	HOURS PER WEEK: 40 Hrs
PROBATION PERIOD: 10 Months	STANDARD WORKING HOURS: 08:30-17:30 Monday – Friday (Occasional weekend and evening work will be required)
NOTICE PERIOD: 3 Months	START DATE: ASAP
HOLIDAY ENTITLEMENT: 25 days & Bank Holidays	END DATE (If applicable): N/A
FIXED TERM or PERMANENT CONTRACT: Permanent	
IMMEDIATE LINE MANAGER: Marketing Director	
DESIGNATION OF ANY STAFF LINE MANAGED BY THE POST HOLDER: None	
JOB PURPOSE: The role of Videographer / Photographer will be part of a newly formed group-wide marketing department responsible for raising the awareness and enhancing the reputation of the Production Park group of companies through multichannel marketing activity under the direction of the Marketing Director. The Production Park Group includes: <ul style="list-style-type: none"> • Production Park - <i>the destination</i> - the campus on which all members of the group and over 20 tenants (live events businesses) are located. • Backstage Academy - <i>the higher education provider</i> - a small & specialist institution with over 200 students offering degrees for the creative industries. • Production Park Studios - <i>the studios</i> - rehearsal studios in Yorkshire and London. • XPLOR - <i>the innovation centre</i> - a research and innovation centre for entertainment technology and production. 	

This is a rare opportunity and will form a key part of our strategy to produce inspiring, engaging and impactful visual content to tell the multitude of stories that need to be told on Production Park.

We're looking for someone with creative flair, imagination and a huge passion for video and photography. We place huge importance on our visual output, therefore this role will play a pivotal part in delivering our creative vision.

On a day to day basis, you could be:

- Filming a virtual reality research project for XPLORE and editing it into a 60 second case study for social media
- Storyboarding the lead advert for one of the businesses on the Park alongside the rest of the marketing team
- Colour grading images you've taken of our latest merchandise range
- Converting previously captured footage into multiple short form videos for different devices for an advertising campaign
- Filming one of the artists booked into Production Park Studios
- Photographing a live event taking place on campus.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Within the scope of the above job purpose:

Main Responsibilities (in collaboration with the Marketing Director and other colleagues):

- Shoot, edit and produce engaging, impactful and inspiring video and photography.
- Capture images and video footage of activity around Production Park and beyond on a daily basis for quick conversion into publishable content on social media and other digital channels.
- Deliver on creative briefs to a high-standard, on brand and on time.
- Contribute to and regularly lead on creative discussions on new video/photography projects and manage the production process from concept to delivery.
- Create a distinctive content style using colour grading and other similar techniques.
- Create and insert motion graphics, SFX, voice-overs, titling and other additional features to enhance video content.
- If required, work with the rest of the marketing team to edit, maintain and upload content onto our website and social media channels.
- Organise and maintain an effective and accessible filing system of digital assets.
- Prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly.
- Keep abreast of emerging marketing and design trends that could enhance marketing activities and content production.
- Any other reasonable duties as required by the Marketing & Commercial Director.

SPECIAL REQUIREMENTS

The post-holder will be expected to work evenings and weekends when required, with time off in lieu.

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

N.B. 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.

Production Park		Person Specification	
Post Title: Videographer / Photographer		Reference: PP2021-1910	
Area of Work: The Production Park Group including Production Park, 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.