

Kent County Council

Job Description: Video Officer

Directorate:	People and Communications
Division:	Kent Communications
Location:	Sessions House, Maidstone
Grade:	KR9
Responsible to:	Creative Services Manager

Purpose of the Job

To manage the council's video channels and produce impactful video content across all Kent County Council's digital communications channels.

As *the* videographer for Kent Communications the job is to plan, shoot and edit videos that get KCC's messages noticed by both existing and new audiences. Through the authority's communications channels Kent Communications engages with thousands of residents weekly and millions over a year.

To lead on proposing original ideas and drive them through to production and release.

The role will be based in Maidstone in the Kent Communications studio and on location, as required.

Main duties and responsibilities

Creative video services

- Develop video concepts that support internal and external communication campaigns and social media channels, managing video production from concept to delivery
- Produce videos, making sure they meet the required technical standards, accessibility standards and also adhere to industry broadcast standards
- Edit your own or others' footage combining it as needed with graphics, animation, and other visuals to produce compelling, high quality content that resonates with the relevant target audience
- Distribute video content effectively on KCC's core digital channels and, working closely with communications colleagues, broadcast media networks
- Advise colleagues on the technical and creative quality of video concepts and outputs and on developing an appropriate brief for video

- Support Kent Communications colleagues to create effective, standards-compliant and accessible video content for themselves
- Responsible for maintaining KCC-owned video making and editing equipment and resources
- Manage KCC's YouTube and Vimeo channels and evaluate the performance of video content across KCC channels
- Set the technical, content, distribution and accessibility standards for video content in line with the overall framework for digital channels.
- Develop and maintain in-depth subject matter knowledge and proactively share learning across Kent Communications.

Footnote: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted. Applicants should describe in their application how they meet these criteria.

Qualifications	<ul style="list-style-type: none">• Degree or equivalent qualification in film/video production
Experience	<ul style="list-style-type: none">• Experience of film production, including concept creation, filming, editing (at pace) and publishing on digital platforms that adhere to standards• Experience of tailoring video content specifically for different social media channels in order to maximize the reach and impact our storytelling• Experience of using industry-standard software to edit and produce films and publish them online• Experience of working with clients to provide advice on the creation of video content or to establish their requirements for digital projects and ensure they meet strategic objectives and standards• Experience of developing technical and creative briefs for video production projects• Experience of creating film, production and publishing standards
Skills and Abilities	<ul style="list-style-type: none">• Essential - Strong camera, lighting, sound recording, and editing skills• Essential - Creative management skills to take an idea from concept through to delivery with ability to organise yourself and others, and make necessary logistical arrangements to achieve objective• Essential - Excellent Adobe Premier and Creative Cloud skills and ability to use a range of IT systems, film production suites and online tools to an advanced level• Essential - Ability to encode films to web, mobile and broadcast standards• Ability to share creative ideas about how we can take our video content to new audiences

	<ul style="list-style-type: none"> • Ability to build effective relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and councillors • Excellent interpersonal and communication skills, including networking, advocacy and negotiating and problem-solving skills • Essential - Post holder must be able to travel around a wide geographic area in a timely and flexible manner as required
Knowledge	<ul style="list-style-type: none"> • Essential - Expert knowledge of filming and video production techniques • Expert knowledge of the capabilities of the different range of digital platforms and how KCC can use them to provide services and communicate and engage with people • Expert knowledge of policy and practical implications of usability and accessibility issues relating to digital services and communications • Sound knowledge of how to use performance data to make sure digital content and services are relevant, useful and accessible to users • Political awareness, diplomacy and sensitivity • Knowledge of local government • Awareness of information governance and safeguarding (adult and children) issues • Awareness of Data Protection and confidentiality issues
Kent Behaviours <ul style="list-style-type: none"> • Acting with integrity, honesty and transparency • Welcoming and expecting change and evolving technology • Willing to learn; working as one council and treating people fairly and with respect • Open to challenge and actively encouraging and expecting contribution. • Self-sufficient, taking personal and professional responsibility for our actions • Enthusiastic, can-do attitude, working collaboratively as part of a team. 	

Kent Values (These can be found on KNet and kent.gov.uk)

These values apply to all KCC employees and underpin everything we do with customers, partners and colleagues.

Open – acting with integrity, honesty and transparency, willing to learn and treating people fairly and with respect

Invite contribution and challenge – working collaboratively to find new solutions that put the interests and wellbeing of Kent people first (or putting the citizen in control)

Accountable – taking personal and professional responsibility for our actions, performance and the Council's money

NB: The postholder will be subject to a basic DBS check.