Directorate: **Chief Executive's Department**
Division: **MRX (Marketing and Resident Experience)**
Grade: **KR9**
Responsible to: **Creative Services Manager**

Purpose of the Job:

To create impactful short and long form videos in a variety of styles, from social-first to journalistic to campaign marketing materials.

As the videographer for MRX the job is to develop original ideas and drive them through the entire video creation process, from pre-production through to filming, edits and publication:

Pre-Production
  • Collaborate with colleagues to understand project requirements
  • Develop storyboards, shot lists for videos
  • Consider locations, talent and prepare equipment

Production
  • Lead on operating video and sound equipment to capture footage in multiple formats
  • Direct talent during shoots
  • Ensure production quality

Post-production
  • Edit videos into formats required
  • Ensure all videos respect brand guidelines and accessibility requirements

Project Management
  • Attend meetings to share project updates
  • Maintain storage of raw footage, project files and videos
  • Manage multiple projects

Main duties and responsibilities:

  • Develop video concepts that support communications, campaigns and social media activity; managing video production from concept to delivery

  • Produce videos, making sure they meet the required technical standards, accessibility standards and adhere to industry broadcast standards as required

  • Manage and arrange multiple video projects through all stages of the production process

- 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

- Advise colleagues on the technical and creative quality of video concepts and outputs and on developing an appropriate brief for video

- Support MRX colleagues to create effective, standards-compliant and accessible video content for themselves

- Maintain KCC-owned video making and editing equipment and resources and manage KCC's corporate YouTube and Vimeo channels

- Develop and maintain in-depth subject matter knowledge and proactively share learning across MRX.

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

Kent County Council
Person Specification: *Videographer*

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.

	CRITERIA
QUALIFICATIONS	• Degree or equivalent qualification in film/video production
EXPERIENCE	• Experience of video 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 video, production and publishing standards
SKILLS AND ABILITIES	• Strong camera, lighting, sound recording, and editing skills • 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 • 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 • 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 • 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 • Post holder must be able to travel around a wide geographic area in a timely and flexible manner as required
KNOWLEDGE	• 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

	• Good working 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 VALUES AND CULTURAL ATTRIBUTES	**Kent Values:** • We are **brave**. We do the right thing, we accept and offer challenge • We are **curious** to innovate and improve • We are **compassionate**, understanding and respectful to all • We are **strong together** by sharing knowledge • We are all **responsible** for the difference we make Our values enable us to build a culture that is: **Flexible/agile** - willing to take (calculated) risks and want people that are flexible and agile **Curious** - constantly learning and evolving **Compassionate and Inclusive** - compassionate, understanding and respectful to all **Working Together** - building and delivering for the best interests of Kent **Empowering -** Our people take accountability for their decisions and actions **Externally Focused** - Residents, families and communities at the heart of decision making