



OPPORTUNITY

Video Production Officer (Marketing)

Reference: 0702-23

Grade: 7

Salary: £29,605 to £34,980, per annum, depending on experience

Contract Type: Permanent

Basis: Full Time

Job description

Job Purpose:

Aston University is ranked 2nd in the UK for improving social mobility and adding significant value to the employability of our graduates as pioneers of the placement year. We offer largely business, science, health and technology focused programmes across foundation, undergraduate, postgraduate and degree apprenticeships. Our research strength encompasses four major research institutes and multiple specialist research centres, and our business engagement work reaches thousands of employers and employees each year.

The University's Marketing team is responsible for supporting the promotion of the University and its three Colleges to its core beneficiaries (Our Students, External Organisations, Birmingham & the West Midlands). The team is a key part of the overall 80-strong marketing, recruitment and communications department, tasked with successfully promoting the University - locally, regionally, nationally and internationally.

The use of video material is central to our digital marketing strategy. It is used on multiple channels, particularly web and social media. Our YouTube presence is also fundamental to both increasing our reach and profile, as well as driving traffic into our other platforms where we can reach wider audiences which can be converted into applicants through further marketing communications.

To reach prospective students, unable to visit the campus and meet us face to face, we are also using video material to replicate face-to-face experiences, such as virtual campus tours, taster lectures and showcasing our non-teaching activities.

Main duties and responsibilities

The Video Production Officer (Marketing) will provide a front-line video capture, production and editing capability. Focusing primarily on marketing / recruitment-driven activities, but also being the main in-house resource for the delivery of other high-quality video projects; in particular supporting the University's leadership team and larger-scale brand videos.

This role will work with three Digital Content Officers and be the in-house expert in terms of providing guidance, training, equipment management & maintenance and the identification (and enforcement) of the requisite technical and branding standards of our video output.

Alongside the post-holder's work in producing and overseeing video assets, they will also be responsible for a range of other creative platforms, in particular the creation and management of a 360 virtual campus tour and managing our live stream output for high level events such as Graduation.

The Video Production Officer (Marketing) report directly to the Head of Digital Marketing and will be responsible in the following areas:

Video strategy and production

- ▶ Deliver high level video production for the University, through use of Canon and Sony Cinema cameras, Adobe Premier Pro and Adobe After Effects. For the purpose of Marketing and Communications.
- ▶ Working with the Head of Digital Marketing and Digital Content Manager to develop and promote a long-term video production strategy and plan that integrates with the

wider content, social and technical development strategies in development by the Digital Marketing team. Ensure that gaps in our technical and subject-matter offering are identified and addressed. Ensuring we identify where video content can enhance web or CRM-based user experiences.

- ▶ Work with the Brand Team & Graphic Designers to ensure brand guidelines are adhered to in the internal production of video and following best practice for the documentation of video and associated assets. Translate the current print guidelines to work in a video capacity for both internal and external producers.
- ▶ Maintain our video archives / future digital asset management solution in an accessible and organised fashion. Provide footage to internal and external stakeholders upon request.

Video output management and technical support

- ▶ Work with colleagues in the wider marketing and communications community to develop a standard hardware and software approach to devolved video production, ensuring brand guidelines and best practice are adhered to at all times.
- ▶ Work with colleagues across the university to provide equipment, training and technical expertise for both Video Production and Photography.
- ▶ Work collaboratively with colleagues including the Head of Digital Marketing and the College Digital Content Officers to ensure consistency in video production in terms of branding, editing and promoting video materials.
- ▶ Support the College Digital Content Officers on shoots which require either a level of equipment or technical expertise above their current abilities.
- ▶ Oversee the schedule for shared video capture and editing equipment and facilities to minimise conflicting priorities.
- ▶ Publish video content to central video hosting platforms (primarily YouTube).
- ▶ Review video produced by external agencies to ensure it meets brand guidelines, maintain our internal list of suggested external providers.
- ▶ Provide analytics / insights on the performance of Aston's video material. Ensure best practice guidelines and subject-matter approaches are optimised accordingly.
- ▶ Assist in the completion of a high-quality 'virtual campus tour'. By capturing 360 photography of numerous locations on campus. Ensure this tour is updated and maintained.
- ▶ Manage stakeholder's expectations and video production timelines, through robust planning with the use of project management tools.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
 - ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
 - ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
 - ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.
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Other requirements:

- ▶ This post is subject to a satisfactory DBS (Disclosure and Barring Service) check.

Person specification

	Essential	Method of assessment
Education and qualifications	Degree (or equivalent) in Marketing, Video Production, Media or Communications or related subjects or have acquired knowledge and experience relevant to the role through previous employment.	Application form
Experience	<p>Proven experience in a Video Production role.</p> <p>Experience and a strong knowledge of a multitude of Adobe Creative Cloud applications including but not limited to: Photoshop, Premier Pro, After Effects.</p> <p>Experience and a strong knowledge of camera equipment (ideally either Canon or Sony camera systems) and video production, particularly in a university environment. With a strong emphasis on ROI, quick production times and maximum impact for minimum expenditure.</p>	Application form, showreel and / or interview.
Aptitude and skills	<p>A good knowledge of web analytics tools, in particular YouTube Analytics.</p> <p>Experience managing relationships with internal and external stakeholders, as well as marketing agencies.</p> <p>A thorough knowledge of the latest digital marketing trends and innovations.</p> <p>Excellent written English language skills with strong proof reading and editing skills.</p> <p>Ability to manage projects and work productively as part of a team.</p> <p>A creative flair, particularly for video production, sound and special effects.</p>	Application form Interview and / or test

	Essential	Method of assessment
	<p>An understanding of the contribution that video media has to the wider digital marketing mix, and how to develop integrated approaches to multichannel comms should be approached and measured.</p> <p>Strong interpersonal skills, including the ability to handle a wide range of contacts tactfully and persuasively.</p> <p>Ability to empathise with the goals and values of the University.</p> <p>Ability to handle a number of tasks simultaneously and work well under pressure.</p>	

	Desirable	Method of assessment
Experience	<p>Working knowledge of other digital marketing tools, such as content management systems and digital analytics tools.</p> <p>Experience and knowledge of working with social media, content management systems and digital analytical tools such as Google Analytics.</p>	Application form, Interview and/or test
Other	Knowledge of, and interest in, the UK Higher Education sector.	Application form, Interview and/or test

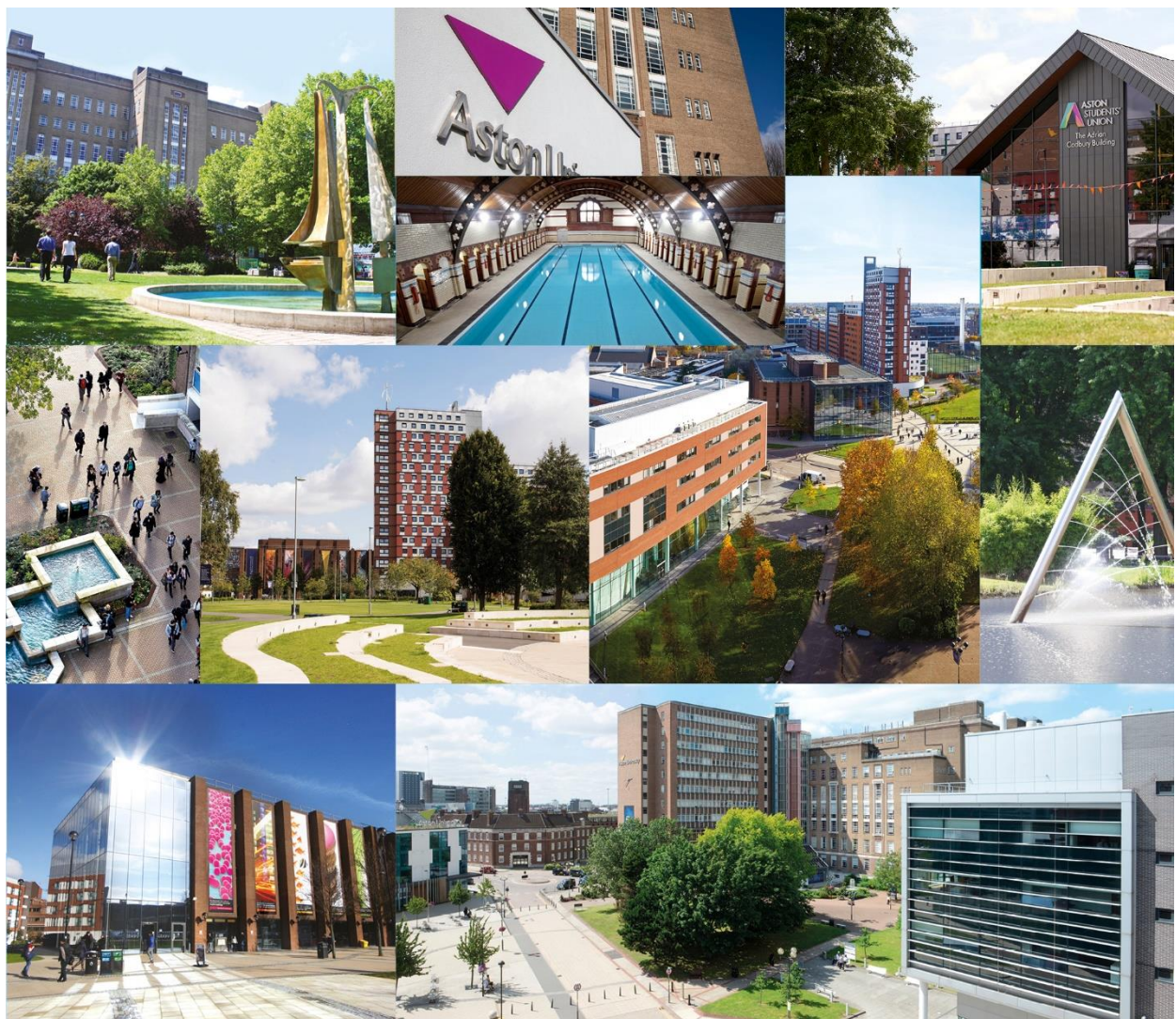
How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59 on the advertised closing date.
All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form then please contact the Recruitment Team via jobs@aston.ac.uk.



Contact information

Enquiries about the vacancy:

Name: Andrew Madden

Job Title: Deputy Director Marketing Operations

Email: a.madden1@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via jobs@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK:

Post-Brexit transition period / EU Settlement Scheme

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage

<https://www.gov.uk/settled-status-eu-citizens-families>

Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful.

If you require a visa to work in the UK the most common types of visa are:

Skilled Worker Visa

<https://www.gov.uk/skilled-worker-visa>

Global Talent Visa

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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gets real.**